



Advertising Information and Rates 2022

- The **Clarion** is a monthly publication for the Walpole, New Hampshire, community (Walpole, North Walpole, and Drewsville), and the surrounding area.
 - More than 2,000 copies are printed monthly.
 - A copy is mailed to every address in the community.
In addition, copies are left at various locations in Walpole and Vermont.
- The newsletter reaches a Walpole population of more than 3,700, as well as households in Alstead and Westmoreland in New Hampshire, and Bellows Falls and Westminster in Vermont.
 - Printed in black on a matte-finish, coated stock, the newsletter goes to press no later than the 26th of each month.
- The deadline for submissions is usually the 22nd of the month, but may vary depending on holidays.
 - Advertising may be accommodated for a day or two after that date.
 - A commitment to six ads (with prepayment) will receive a 10% discount.
Advertisements need not be in consecutive months.
Prepayment may be made in two installments.
- Camera-ready ads should be in pdf, jpeg or tiff formats; the higher the resolution, the better.
Photos in the Clarion are usually 300 dpi.
Files & photos should be sent to: **rayboas@comcast.net**
 - The **Clarion** will also design ads on request.
There may be an additional, one-time charge for this, depending on ad complexity.
 - For ads on the calendar or newsletter back page, inquire.
- Advertising, billing or editorial questions may be sent to Ray Boas at **rayboas@comcast.net**

Or, by mail to:

Ray Boas, Publisher
The Walpole Clarion
PO Box 757
Walpole, NH 03608

Or, by phone at: 603-756-4545

- See following pages for ad sizes and rates.

Small:
One column x $1\frac{7}{8}$ "
• \$55.00

Small Plus:
One column x $2\frac{3}{4}$ "
• \$70.00

Large vertical:
1 column x $4\frac{7}{8}$ "
• \$100.00

Column Widths:

One Column - $2\frac{5}{16}$ "
(2.3125")

One and one half columns - $3\frac{9}{16}$ "
(3.5625")

Two columns - $4\frac{7}{8}$ "
(4.875")

Three columns - $7\frac{1}{2}$ "
(7.5")

Medium vertical:
One column x $3\frac{9}{16}$ "
• \$85.00

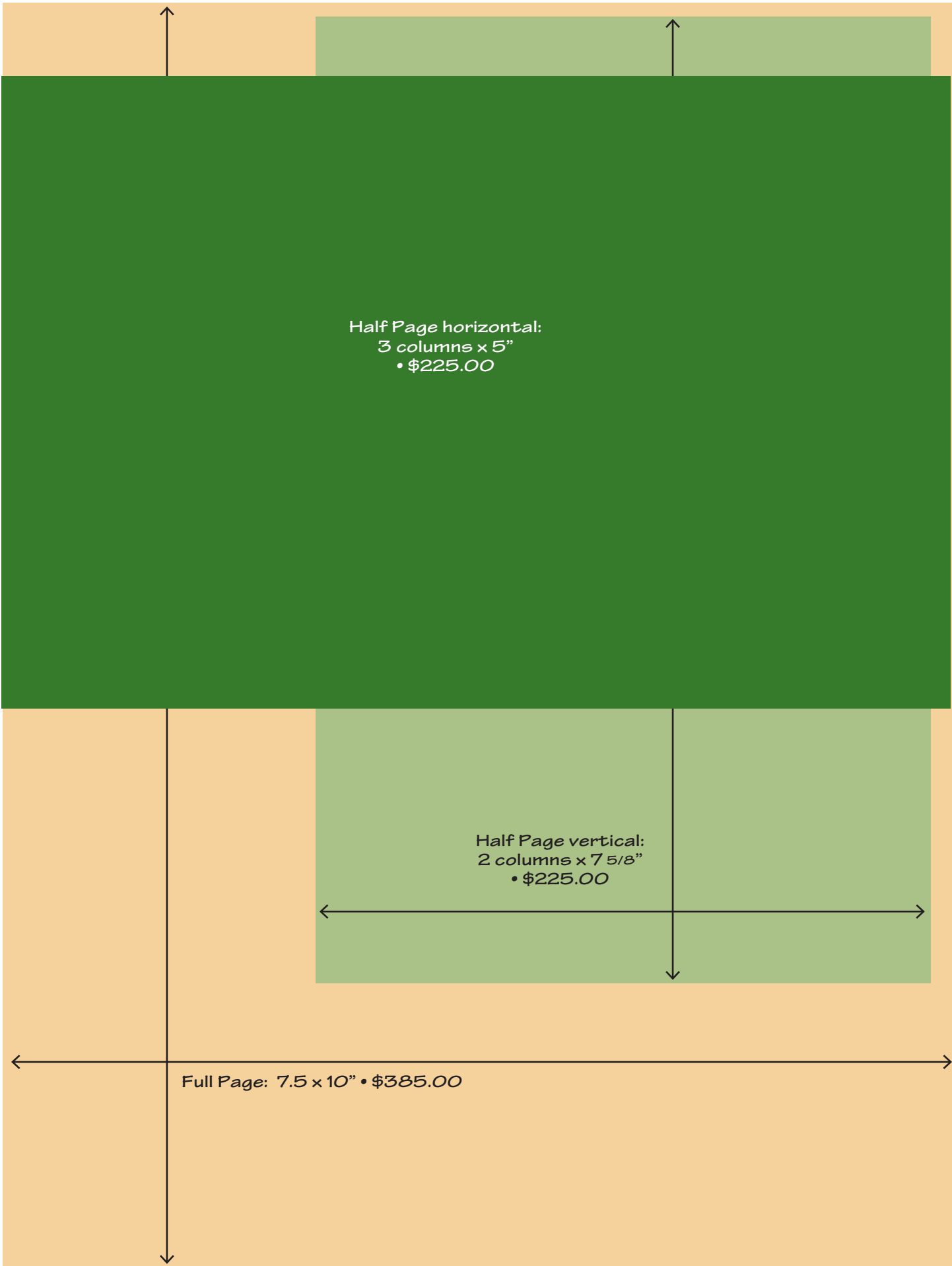
Medium horizontal:
1.5 columns x $2\frac{15}{16}$ "
• \$85.00

Large horizontal:
2 columns x $2\frac{15}{16}$ "
• \$100.00

Quarter Page vertical:
1.5 columns x 4 7/8"
• \$140.00

Quarter Page horizontal A:
2 columns x 3 9/16"
• \$140.00

Quarter Page horizontal B:
3 columns x 2 5/16"
• \$140.00



Half Page horizontal:
3 columns x 5"
• \$225.00

Half Page vertical:
2 columns x 7 5/8"
• \$225.00

Full Page: 7.5 x 10" • \$385.00