

information to help you

***Achieve your
business goals
through
advertising!***

Effective January 1, 2010



PS PENNY SAVER NH



607 Tenney Mountain Highway
Village Square, Suite 137
Plymouth, NH 03264
(603) 536-3160
FAX (603) 536-8150
www.PennysaverNH.com
Email: advertising@pennysavernh.com



The Pennysaver and Shopping Guide Industry

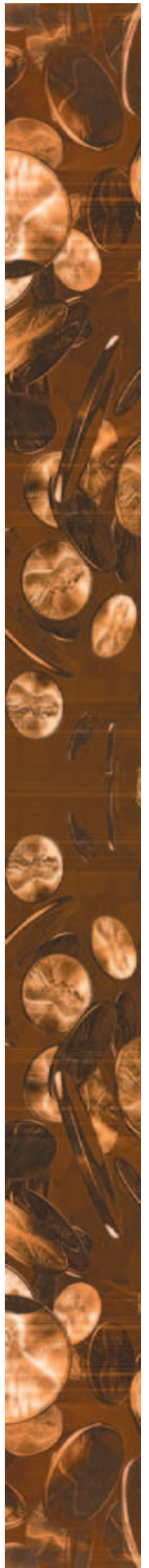
The first issue of the Pennysaver rolled off the press and was distributed on December 15, 1971. The original owners moved to New Hampshire from western New York state and patterned the Pennysaver after the Hamburg New York Pennysaver. “Pennysaver” is a common name for a weekly print shopping guide. The other most common names for shopping guides are the “Reminder” and the “XYZ Shopper”.

Many people just do not completely understand why the PennySaver shopping guide generates so much advertising response. Here are some of the reasons:

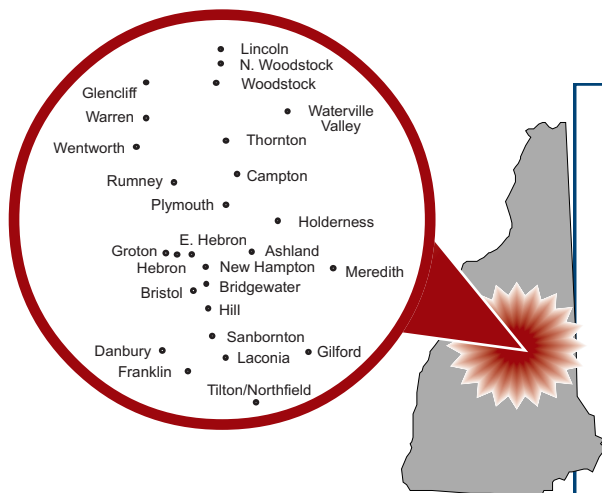
- It is free.
- It is home-delivered.
- Your advertising does not have to compete as much with editorial for the reader’s attention.
- Over 30 years of accumulated readership.
- Many classified (private party reader) ads.
- Small convenient tabloid size format.
- The Pennysaver shopping guide has no political stand, so it is loved by Democrats, Republicans, Independents and others.
- There will never be a front page story denouncing your business.
- People read editorial in the daily newspaper for the news, people read the Pennysaver shopping guide to buy!



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The PennySaver's area of coverage in New Hampshire



<u>zip</u>	<u>location</u>	<u>deliveries</u>
03217	Ashland	700
03222	Bristol	2180
03223	Campton	1300
03230	Danbury	385
03235	Franklin	200
03238	Glenciff	55
03241	Hebron	325
03243	Hill	340
03245	Holderness	250
03246	Laconia/Gilford	850
03251	Lincoln	550
03253	Meredith	1775
03262	North Woodstock	175
03256	New Hampton	700
03264	Plymouth	3309
03266	Rumney	875
03269	Sanbornton	240
03276	Tilton	2485
03215	Waterville Valley	100
03279	Warren	350
03282	Wentworth	175
03293	Woodstock	50
	Office Copies	272

TOTAL DELIVERIES 17,641*

*TOTAL DELIVERIES CONSISTS OF HOME DELIVERY OF SINGLE COPIES BY U.S. MAIL OR CARRIER COPIES TUBE DELIVERED/PLASTIC WRAPPED, PLUS RESIDENTIAL AND NON-RESIDENTIAL BULK COPIES** (5 OR MORE) IN LARGE TUBES, STREET BOXES OR DISPLAY RACKS.

**Bulk copies subject to weekly adjustment reflecting seasonal and other changes and demands.



**Total Deliveries
17,641***



PennySaver Rate Information

Ⓢ CLASSIFIED ADS

\$3.25 minimum (10 words)

25¢ each additional word

No credits will be given for canceled ads.

📄 You can now place line and photo ads for print and internet at www.PennysaverNH.com

Ⓢ DISPLAY ADS

Size Discounts*

less than 5 col. inches _____ \$6.00 per col. inch

5 to 11.50 col. inches _____ \$5.50 per col. inch

12 to 23.50 col. inches _____ \$5.25 per col. inch

24 to 47.50 col. inches _____ \$4.85 per col. inch

48 to 95.50 col. inches _____ \$4.60 per col. inch

full page _____ \$4.30 per col. inch

Ads are measured by 1/2 inch increments and rounded up to the nearest 1/2 inch when measuring vertically (downward).

COLUMN SIZES

1 column.....1.57”

2 columns.....3.25”

3 columns.....5.00”

4 columns.....6.75”

5 columns.....8.44”

6 columns.....10.125”

Full Page.....10.125”x16.00”

Process color available upon request.

Ⓢ INSERTS/PRE-PRINTS

\$63.00 per thousand up to 12 half-tab pages open rate.

\$46.00 per thousand

for a single-sheet 8-1/2 x 11 inches open rate.

Please call 603(536-3160) for the current rate.

Minimum charge based on 3,000 copies.

Please notify us 10 days in advance if you wish to place an insert.



PennySaver Information

deadline

for all ads is
Thursday at 3 pm
for the next Tuesday's issue

late ads

(received after 3 pm Thursday)
Late ads will usually not run in
the next PennySaver Issue due
to a time and space problem.

credit policy

Payment for your ad must be
made at the time of insertion
until credit is established.
Credit applications are available
at our office and usually take
two weeks to process.

billing

Bills are rendered at the end of
every month and payment
is expected within 30 days.



guaranteed placement

is generally not possible. However,
we will do our best to
accommodate any requests.

political ads

must be paid in advance.

errors

If it is confirmed that an error
was entirely the fault of
The PennySaver, we will work
with the customer to correct
it satisfactorily. The PennySaver
is not responsible for errors
beyond the first run.

mechanical requirements

6-column page
(1-9/16" per col., add 3/16" for
every additional column)
16" length
photo offset printing

The publisher reserves the right
to edit, classify or reject any
advertisement.

NOTE: We do not accept any
ads of a personal nature,
including date-line ads,
or ads requesting the
sending of money through the mail.

(Exception for
www.pennysaverpersonals.com)



SOME PENNYSAVER AD SIZES & PRICES

price per week

(1 COLUMN WIDTH = 1.57")

1 COLUMN 1" \$6.00	1 COLUMN 1-1/2" \$9.00	1 COLUMN 2" \$12.00	1 COLUMN 3" \$18.00
2 COLUMN 1" \$12.00	2 COLUMN 1-1/2" \$18.00	2 COLUMN 2" \$24.00	2 COLUMN 3" \$33.00
2 COLUMN 3-1/2" \$38.50	2 COLUMN 4" \$44.00		

MORE PENNYSAVER AD SIZES & PRICES

price per week

(1 COLUMN WIDTH = 1.57")

1/8 PAGE
2 COLUMN 6"
\$63.00

1/4 PAGE
3 COLUMN 8"
\$116.40

Common Display Ad Sizes & Prices (per week) (Column width is 1.57")

1/8 PAGE

3c4.....(5" wide by 4" deep)	\$63.00
2c6.....(3 1/4" wide by 6" deep)	\$63.00
4c3.....(6 3/4" wide by 3" deep)	\$63.00
6c2.....(10 1/8" wide by 2" deep)	\$63.00
1c12.....(1.57" wide by 12" deep)	\$63.00

1/4 PAGE

3c8.....(5" wide by 8" deep)	\$116.40
4c6.....(6 3/4" wide by 6" deep)	\$116.40
6c4.....(10 1/8" wide by 4 1/2" deep)	\$116.40
2c12.....(3 1/4" wide by 12" deep)	\$116.40

1/2 PAGE

6c8.....(10 1/8" wide by 8" deep)	\$220.80
4c12.....(6 3/4" wide by 12" deep)	\$220.80
3c16.....(5" wide by 16" deep)	\$220.80

FULL PAGE

6c16.....(10 1/8" wide by 16" deep)	\$412.80
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Column Sizes

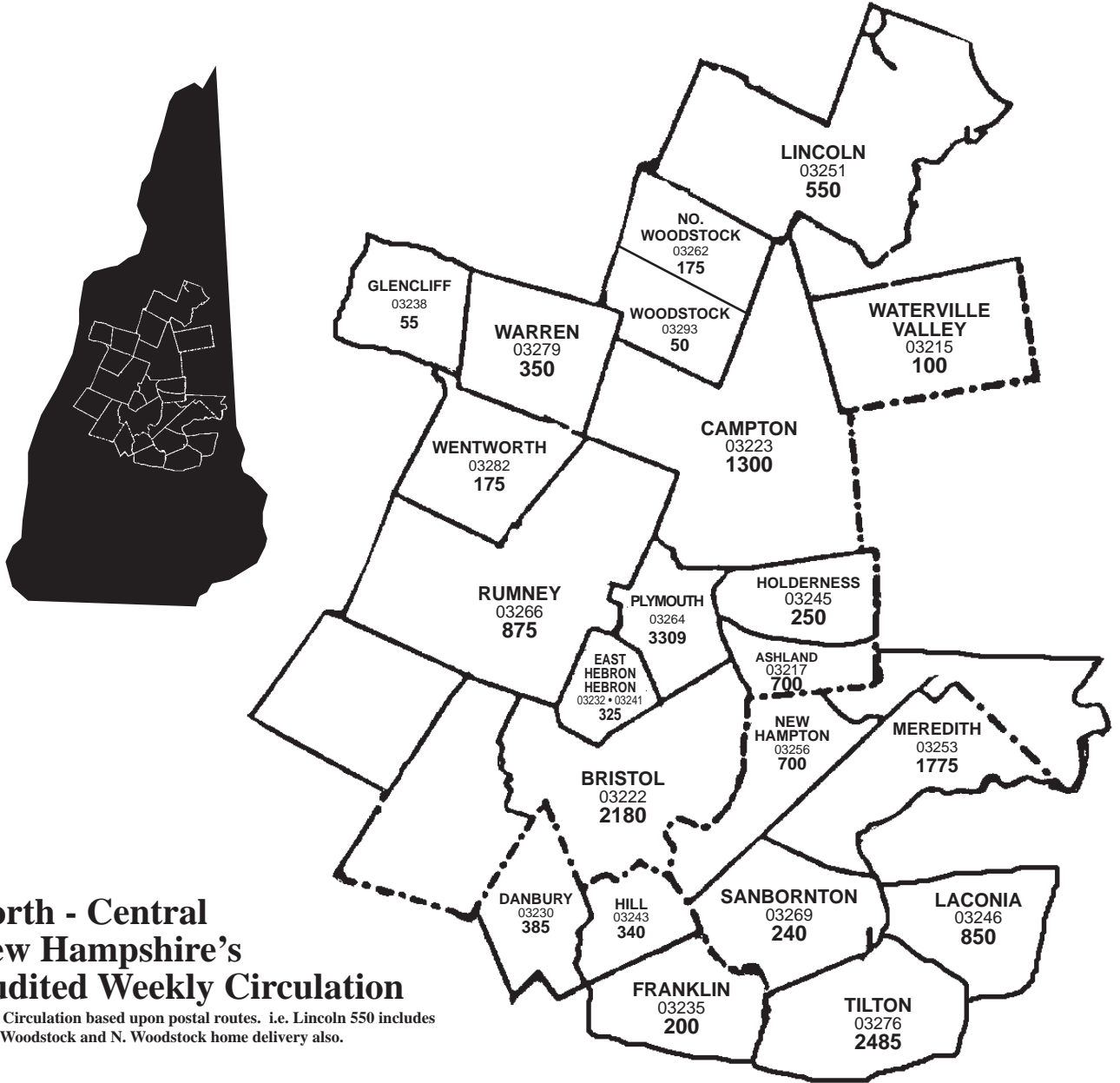
1 column width.....	1.57”
2 column width.....	3 1/4”
3 column width.....	5”
4 column width.....	6 3/4”
5 column width.....	8 7/16”
6 column width.....	10 1/8”
 Full Page.....	 10 1/8”x16”



Total Ad Cost In Dollars by Size

		<u>Inches Across</u>					
		1.57	3.25	5.00	6.75	8.44	10.13
		<u>Columns Across</u>					
Inches Down	1	2	3	4	5	6	
	1.00	6.00	12.00	18.00	24.00	27.50	33.00
1.50	9.00	18.00	27.00	33.00	41.25	49.50	
2.00	12.00	24.00	33.00	44.00	55.00	63.00	
2.50	15.00	27.50	41.25	55.00	65.63	78.75	
3.00	18.00	33.00	49.50	63.00	78.75	94.50	
3.50	21.00	38.50	57.75	73.50	91.88	110.25	
4.00	24.00	44.00	63.00	84.00	105.00	116.40	
4.50	27.00	49.50	70.88	94.50	118.13	130.95	
5.00	27.50	55.00	78.75	105.00	121.25	145.50	
5.50	30.25	60.50	86.63	115.50	133.38	160.05	
6.00	33.00	63.00	94.50	116.40	145.50	174.60	
6.50	35.75	68.25	102.38	126.10	157.63	189.15	
7.00	38.50	73.50	110.25	135.80	169.75	203.70	
7.50	41.25	78.75	118.13	145.50	181.88	218.25	
8.00	44.00	84.00	116.40	155.20	194.00	220.80	
8.50	46.75	89.25	123.68	164.90	206.13	234.60	
9.00	49.50	94.50	130.95	174.60	218.25	248.40	
9.50	52.25	99.75	138.23	184.30	230.38	262.20	
10.00	55.00	105.00	145.50	194.00	230.00	276.00	
10.50	57.75	110.25	152.78	203.70	241.50	289.80	
11.00	60.50	115.50	160.05	213.40	253.00	303.60	
11.50	63.25	120.75	167.33	223.10	264.50	317.40	
12.00	63.00	116.40	174.60	220.80	276.00	331.20	
12.50	65.63	121.25	181.88	230.00	287.50	345.00	
13.00	68.25	126.10	189.15	239.20	299.00	358.80	
13.50	70.88	130.95	196.43	248.40	310.50	372.60	
14.00	73.50	135.80	203.70	257.60	322.00	386.40	
14.50	76.13	140.65	210.98	266.80	333.50	400.20	
15.00	78.75	145.50	218.25	276.00	345.00	414.00	
15.50	81.38	150.35	225.53	285.20	356.50	427.80	
16.00	84.00	155.20	220.80	294.40	368.00	412.80	

INSERT ZONES



North - Central New Hampshire's Audited Weekly Circulation

Note: Circulation based upon postal routes. i.e. Lincoln 550 includes some Woodstock and N. Woodstock home delivery also.



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