



# online advertising rates

The Kearsarge/Lake Sunapee area is a great place to live — and we want everyone to know it!

*Kearsarge Magazine* has developed a sister site, [Kearsargedirectory.com](http://Kearsargedirectory.com). This online guide of information, articles, scenic photography and restaurant reviews will be created to promote the Kearsarge/Lake Sunapee region to out-of-state residents. The site will be advertised on other travel sites, in annual travel publications and in travel inserts in high-income metro newspapers, such as the *Boston Globe*. People looking for vacation spots, wedding locations or second homes in New Hampshire will be able to use [Kearsargedirectory.com](http://Kearsargedirectory.com) as a resource.

## AD REQUIREMENTS

E-mail your ad to [wmutch@granitestate.com](mailto:wmutch@granitestate.com). Put your business name and Kearsarge Directory in the subject line.

## BANNER DESIGN

We offer one banner design (with one revision before it goes live) for a one-time \$75 fee. Please send your logo in highest resolution possible as gif, jpg, tif, bmp or PDF; preferred colors in CMYK, RGB or Pantone; URL of web site for link; and layout suggestions and/or photos, if applicable.

## PAYMENT

All web advertising must be prepaid. Checks may be sent to *Kearsarge Magazine*, PO Box 1482, Grantham, NH 03753. Mastercard/Visa accepted at [www.kearsargemagazine.com/advertise/kearsarge\\_directory/](http://www.kearsargemagazine.com/advertise/kearsarge_directory/)

## advertising options

It's more than a directory with phone numbers and street addresses. The site will include reviews, photos, articles and town information written by residents.

### HOME PAGE SPONSORSHIP ADS

The home page has two fixed banner ads, located at the top of the page.

SIZE: 234 x 60 pixels

FREQUENCY: Fixed (no rotation)

COST: \$1,500 for 6 months; \$2,500 for a year

### SPONSORSHIP ADS

If advertisers would like to sponsor a town page — such as New London, Warner, Grantham or Sunapee — two fixed banner ads are available at the top of the page. (Please note: These sponsorship ads do not appear on the home page.)

SIZE: 234 x 60 pixels

FREQUENCY: Fixed (no rotation)

COST: \$1,000 for six months; \$2,000 for a year

### BANNER ADS

The home page will have five to seven banner ads located on the left column of each page.

SIZE: 121 x 93 pixels

FREQUENCY: Your ad will appear on the home page as well as one additional section on the web site. Choose between Shop, Dine, Stay, Fun (entertainment) or select a Town.

COST: \$500 for six months; \$1,000 for a year

### FEATURE ARTICLE

Your business can have a written profile and photo on our site.

FREQUENCY: Three months rotation with two other featured businesses.

COST: \$250 per profile

### FEATURED PROPERTY

Realtors can highlight a specific property in the Realtor section of the site. One photo, 125 word write up and link to your site.

FREQUENCY: Three months (property can be swapped out if sold during that time)

COST: \$250 per property



## for more information

call (603) 863-7048 or e-mail [info@kearsargedirectory.com](mailto:info@kearsargedirectory.com)