

The Citizen of Laconia

THE VOICE OF NEW HAMPSHIRE'S LAKES REGION

is here to help you....

MAKE AN ON IMPACT your business!

- *It Works...*

The Impact Program works for your business by combining frequency and flexibility to capture the attention of the Lakes Region market.

- *It's Flexible...*

The Impact Program works for your business by combining frequency and flexibility to capture the attention of the Lakes Region market.

- *It's Simple...*

Each grid represents a commitment level. Just use your ad size and the number of times you want to run, line it up... and you have the one rate you need to know for the week.



- *To Qualify...*

Must run minimum 1 ad per week. Ad size may measure up to 30 column inches. Placement requests are not guaranteed. Weeks cannot be combined.

52 *Consecutive Weeks*

Total price per week • 1-6 times

Total Inches	1x	2x	3x	4x	5x	6x
1	\$5.60	\$6.16	\$6.72	\$8.74	\$11.80	\$16.52
2	\$11.20	\$12.32	\$14.78	\$19.21	\$25.93	\$36.30
4	\$22.40	\$24.64	\$29.57	\$38.44	\$51.89	\$72.65
6	\$33.60	\$36.96	\$44.35	\$57.66	\$77.84	\$108.98
8	\$44.80	\$49.28	\$59.14	\$76.88	\$103.79	\$145.31
10	\$56.00	\$61.60	\$73.92	\$96.10	\$129.74	\$181.64
12	\$67.20	\$73.92	\$88.70	\$115.31	\$155.67	\$217.94
14	\$78.40	\$86.24	\$103.49	\$134.54	\$181.63	\$254.28
16	\$89.60	\$98.56	\$118.27	\$153.75	\$207.56	\$290.58
18	\$100.80	\$110.88	\$133.06	\$172.98	\$233.52	\$326.93
20	\$112.00	\$123.20	\$137.39	\$178.61	\$241.12	\$337.57
22	\$121.80	\$133.98	\$160.78	\$209.01	\$282.16	\$395.02
24	\$134.40	\$147.84	\$177.41	\$230.63	\$311.35	\$435.89
26	\$145.60	\$160.16	\$192.19	\$249.85	\$337.30	\$472.22
28	\$156.80	\$172.48	\$206.98	\$269.07	\$363.24	\$508.54
30	\$168.00	\$184.80	\$221.76	\$288.29	\$389.19	\$544.87

26 Consecutive Weeks

Total price per week • 1-6 times

Total Inches	1x	2x	3x	4x	5x	6x
1	\$6.03	\$6.63	\$7.96	\$10.35	\$13.97	\$19.56
2	\$12.06	\$13.27	\$15.92	\$20.70	\$27.95	\$39.13
4	\$24.12	\$26.53	\$31.84	\$41.39	\$55.88	\$78.23
6	\$36.18	\$39.80	\$47.76	\$62.09	\$83.82	\$117.35
8	\$48.24	\$53.06	\$63.67	\$82.77	\$111.74	\$156.44
10	\$60.30	\$66.33	\$79.60	\$103.48	\$139.70	\$195.58
12	\$72.36	\$79.60	\$95.52	\$124.18	\$167.64	\$234.70
14	\$84.42	\$92.86	\$111.43	\$148.86	\$200.86	\$281.34
16	\$96.48	\$106.13	\$127.36	\$165.57	\$223.52	\$312.93
18	\$108.54	\$119.39	\$143.27	\$186.25	\$251.44	\$352.02
20	\$120.60	\$132.66	\$159.19	\$206.95	\$279.38	\$391.13
22	\$132.66	\$145.93	\$175.12	\$227.66	\$307.34	\$430.28
24	\$144.72	\$159.19	\$191.03	\$248.34	\$335.26	\$469.36
26	\$156.78	\$172.46	\$206.95	\$269.04	\$363.20	\$508.48
28	\$168.84	\$185.72	\$222.86	\$289.72	\$391.12	\$547.57
30	\$180.90	\$198.99	\$238.79	\$310.43	\$419.08	\$586.71

6-13 Consecutive Weeks

Total price per week • 1-6 times

Total Inches	1x	2x	3x	4x	5x	6x
1	\$6.90	\$7.59	\$9.11	\$11.84	\$15.98	\$22.37
2	\$13.80	\$15.18	\$18.22	\$23.69	\$31.98	\$44.77
4	\$27.60	\$30.36	\$36.43	\$47.36	\$63.94	\$89.52
6	\$41.40	\$45.54	\$54.65	\$71.05	\$95.92	\$134.29
8	\$55.20	\$60.72	\$72.86	\$94.72	\$127.87	\$179.02
10	\$69.00	\$75.90	\$91.08	\$118.40	\$159.84	\$223.78
12	\$82.80	\$91.08	\$109.30	\$142.09	\$191.82	\$268.55
14	\$96.60	\$106.26	\$127.51	\$165.76	\$223.78	\$313.29
16	\$110.40	\$121.44	\$145.73	\$189.45	\$255.76	\$358.06
18	\$124.20	\$136.62	\$163.94	\$213.12	\$287.71	\$402.79
20	\$138.00	\$151.80	\$182.16	\$236.81	\$319.69	\$447.57
22	\$151.80	\$166.98	\$200.38	\$260.49	\$351.66	\$492.32
24	\$165.60	\$182.16	\$218.59	\$284.17	\$383.63	\$537.08
26	\$179.40	\$197.34	\$236.81	\$307.85	\$415.60	\$581.84
28	\$193.20	\$212.52	\$255.02	\$331.53	\$447.57	\$626.60
30	\$207.00	\$227.70	\$273.24	\$355.21	\$479.53	\$671.34