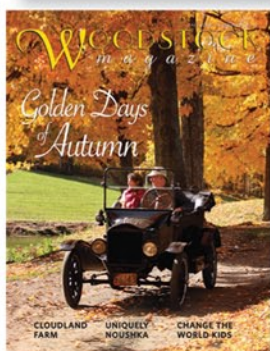


ADVERTISING RATES & SPECIFICATIONS



AD SIZES

full page
7.875 x 10

1/2 page (H)
7.875 x 4.875

1/2 page (V)
5 x 7.415

1/3 page (H)
5 x 4.875

1/3 page (V)
2.4 x 10

1/6 page (H)
5 x 2.4

1/6 page (V)
2.4 x 4.875

Mechanical Specifications:

Camera ready ads need to be 300 dpi,
submitted in the following formats:
hi-res pdf, tiff, eps or jpeg.

ADVERTISING RATES

**ALL MAGAZINES ARE
PUBLISHED QUARTERLY**

RATES	1X	4X
COVERS		
Inside Front	N/A	\$1,255
Inside Back	N/A	\$1,255
Outside Back	N/A	\$1,400
Full Page	\$1,095	\$1,045
1/2 Page	\$815	\$785
1/3 Page	\$690	\$650
1/6 Page	\$415	\$395
Sign up for any two magazines, get a 5% discount		
Sign up for any three magazines, get a 10% discount		
Sign up for ALL five magazines, get a 15% discount		

ADVERTISING DEADLINES

Issue	Space	Copy	Delivery
Spring	Jan 10	Jan 20	March
Summer	Apr 10	Apr 20	June
Fall	July 10	July 20	Sept
Winter	Oct 10	Oct 20	Dec

Ad production is available from our graphic designer at an hourly rate.

Ask about our online advertising rates
www.mountainviewpublishing.com

HERE IN HANOVER

Mailed free to every homeowner in Hanover, Etna, Lyme, Orford, and Norwich. Distributed to most businesses, Chamber of Commerce and all area hotels. Sold in certain stores.

www.hereinhanoveronline.com

WOODSTOCK MAGAZINE

Distributed to many stores, tourist info centers, most area hotels and inns and real estate offices in Quechee, Woodstock, South Woodstock, Barnard, and Pomfret for free.

www.woodstockmagazineonline.com

IMAGE

Mailed free to upper income households all over the Conn. River Valley! Distributed to many businesses, Chamber offices, area hotels and sold in certain stores.

www.uppervalleyimageonline.com

AROUND CONCORD

Mailed free to upper income households in the greater Concord area. Distributed to many businesses, area hotels and Chamber offices. Sold in certain stores.

www.aroundconcordnh.com

BEST OF BURLINGTON

Mailed free to upper income households throughout the Champlain Valley. Distributed to many businesses, area hotels, Chamber offices and sold in select stores.

www.bestofburlingtonvt.com

BUSINESS OFFICE

MOUNTAIN VIEW PUBLISHING, LLC
135 LYME ROAD
HANOVER, NH 03755

PHONE: 603.643.1830

FAX: 603.643.0306

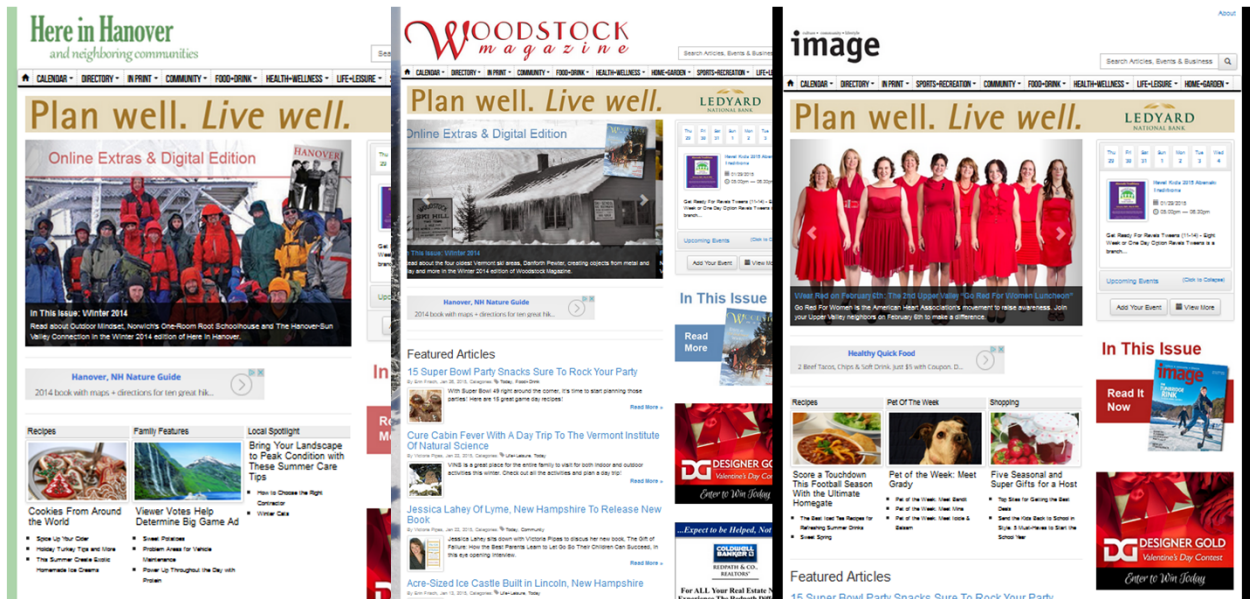
CELL: 603.867.9339

EMAIL: rcfrisch1@comcast.net

Bob Frisch, Publisher, Cheryl Frisch, Publisher

DIGITAL OPPORTUNITIES

Proud Member of the Locable Publisher Network



What do we mean by digital opportunities?

Digital gives you the ability to **enhance and extend** what you already do in print in some very interesting and coordinated ways by leveraging:

- Banner Ads
- Email Campaigns
- Social Promotions (Contests)
- Paid Placements & Sponsored Content (Native Advertising)
- Premium Directory Listings & Featured Events
- Facebook Campaigns
- And More

Why you care:

No better way to share your unique story with our community.

- ✓ Optimize for Search
- ✓ Maximize Reach
- ✓ Drive Engagement
- ✓ Build Relationships
- ✓ Gain More Customers

Web Only Campaigns Available

STATISTICS/PROOF

With **Digital Marketing** there are a lot of pieces to the puzzle that need to work together in harmony to avoid wasting time and energy. There's a lot of things you can do, but doing them in a coordinated way is critical to success. Put our brand, relationships and expertise to work for your business.

Reach New Customers

In Multiple Ways, On Multiple Days (Last 30 Days)

1,400 Unique Visitors

4,000 Pageviews

47,000 Ad Impressions

79.9% New Users

4,800 Avg. Facebook Reach

1600 Emails Sent

MOST POPULAR

Your message in front of potential customers in print, online, on Facebook and more!

Local Starter

1/6 Page Ad in Print

Inline Ad on Website

Paid Placement* or
Sponsored Content

\$679

Per Quarter

Local Momentum

½ Page Ad in Print

Sidebar Ad on Website

Email Newsletter
Sponsorship

Paid Placement* or
Sponsored Content

\$1,274

Per Quarter

Local Authority

Full Page Ad in Print

Pushdown & Wide
Skyscraper Ads on
Website

Email Newsletter
Sponsorship

Audience Extension – **30k
Impressions Guaranteed**

Paid Placement* or
Sponsored Content

Promoted Facebook
Posts*

\$2,184

Per Quarter

All packages include:

- ✓ A premium directory listing
- ✓ Basic featured events in our online calendar
- ✓ Eligibility to be highlighted in print where appropriate

Ask Us About Sponsoring A Guide, Running a Social Promotion or Customizing a Package!

*Up to one article per month will be posted to our site, shared on Facebook (promoted with Facebook ads where applicable up to \$20) and included in an email blast. Content must be provided by the advertiser and is subject to our quality guidelines.

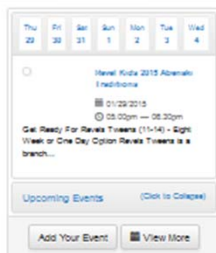
BANNER ADS

image

1

Plan well. Live well.

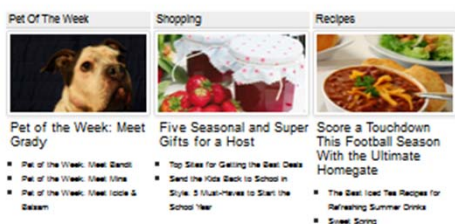
LEDYARD NATIONAL BANK



4

Healthy Quick Food

Tacos, Chips & Soft Drink, Just \$5 with Coupon. D...



In This Issue



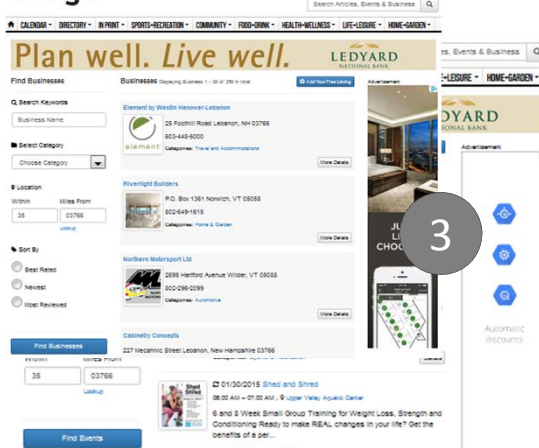
2

BANNER ADS - The most common form of digital advertising -- we offer multiple sizes and locations all designed to maximize exposure at varying price points.

Key Benefits

- Remain top of mind (branding)
- Elicit a desired action with a CTA

image



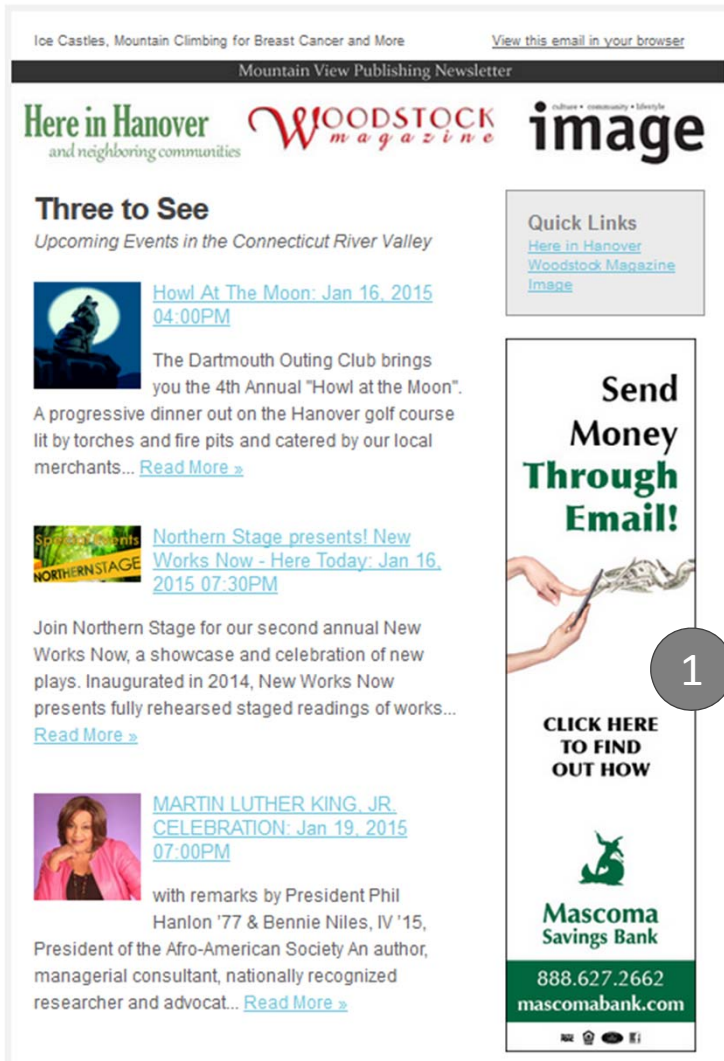
3

*Calendar & Directory Pages Only

5) Snapshot ad not shown but appears in the sidebar

Banner Ad Rates & Specs	1-3 months	3-6 months	6-12 months
1) Pushdown (970x66px)	\$129	\$119	\$109
2) Sidebar (300x250px)	\$99	\$89	\$79
3) *Wide Skyscraper (160x600px)	\$99	\$89	\$79
4) Inline (628x60px)	\$69	\$59	\$49
5) Snapshot (300x125px)	\$29	\$29	\$29

EMAIL SPONSORSHIPS



2) Full width ad not shown

EMAIL SPONSORSHIPS - Our engaged audience receives our emails to stay informed, find great events and more. Your business can be part of the experience.

Key Benefits

- Reach a captivated audience
- Targeted impressions

Email Sponsorship Rates & Specs	1-3 months	3-6 months	6-12 months
1) Sidebar (160x600)	\$129	\$99	\$89
2) Full Width (564x60)	\$119	\$89	\$79

*Emails Sent Bi-Monthly

SOCIAL PROMOTIONS



Weekly
Promotions
starting at
\$300
(plus prizes)

*Other contest types and durations
available.

SOCIAL PROMOTIONS - Put your business in front of our audience in print, online through social media and email and deliver a fun experience and a high ROI.

Key Benefits

- Promoted FB posts to maximize reach
 - Custom designs for each promotion
 - Generate foot traffic and revenue from reward for participation (coupon)
 - Collect opt-in emails
 - Drive traffic to your website/Facebook page
-

PAID PLACEMENTS & SPONSORED CONTENT

Striving for Our Best Without the Stress

Sep 12, 2012 12:59PM, Published by Brian O, Categories: Life+Leisure, Today



Paid Placement for Kumon Math & Reading Center

SPONSORED CONTENT - Want to demonstrate alignment with a particular topic but don't have time to write your own unique content? Sponsored content allows you to tag along for the ride with content created by our editorial staff and other contributors.

Example: A sporting goods store sponsoring a local sports column.

OTHER NATIVE ADVERTISING OPPORTUNITIES

- Employee of the Month Recognition
- Calendar Widget Sponsorship (*shown at right*)
- Company News Syndication
- Social Promotion Presenting Sponsorship
- Guide Sponsorship

PAID PLACEMENTS/ADVERTORIALS -

Telling your story on your terms often takes a little more time/space than an ad affords. Advertorials are articles that allow you to demonstrate expertise and educate consumers in a single long-term investment.

Wed
10

Thu
11

Fri
12

Sat
13


Sun
14

Mon
15

Tue
16

Featured Events

(Click to Collapse)




PantegoFEST

09/26/2014

06:00pm — 11:00pm

Great fun, food and events for the whole family! Friday kicks off with a night filled with live e...



PantegoFEST


09/28/2014

09:00am

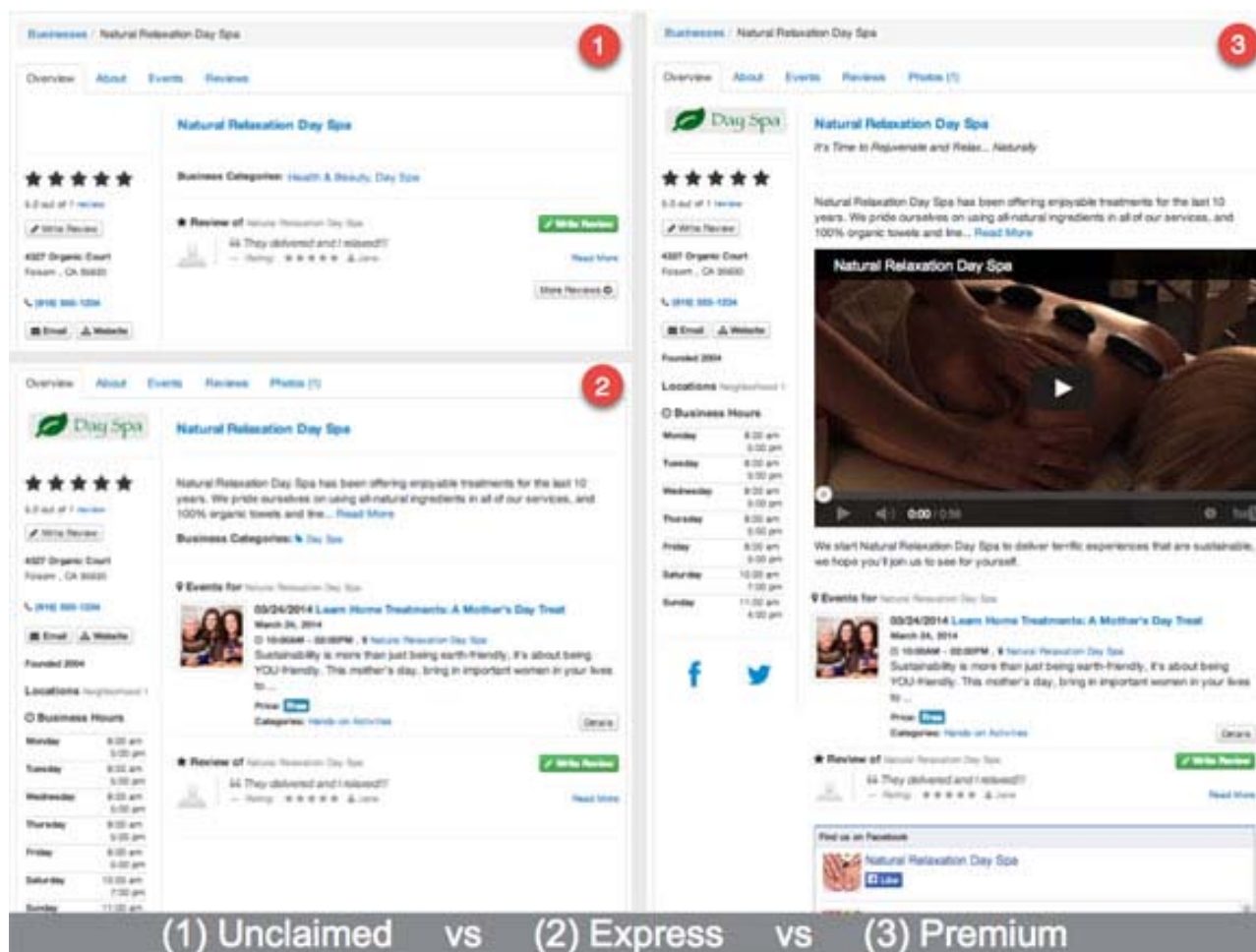
Add Your Event

View More

Presented By:



DIRECTORY LISTINGS



DIRECTORY LISTING - Present your business to potential customers, collect reviews, strengthen SEO & build your social media following.

Key Benefits

- Appear on our homepage in the Local Spotlight (Premium Listings only)
- Collect and promote customer reviews and show them on your website and Facebook page automatically!
- Participation in directory and related article activities
- Access to digital marketing tools through the IMPACT Marketing Suite

Did you know?

You can post your events to our calendar for free, all events are linked to their venue (listing) and are eligible to appear in print.

CONTACT

Think your business is too small to afford an advertising campaign that works?

Think Again. Contact us today to learn more!

A Uniquely Engaging Experience

The *online* experience has been intentionally crafted to be relevant, engaging and social media savvy.

19,000 copies mailed and delivered to residents of the upper valley, now with the power of digital!

Bob Frisch

Publisher/Sales
rcfrisch1@comcast.net
603-643-1830

Ryan Frisch

Digital Sales Specialist
ryan@locable.com
518-365-0030
