



**KearsargeDirectory.com**

Your guide to NH's Kearsarge/Lake Sunapee area

# online advertising rates

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

KearsargeDirectory.com is an online guide of information, articles and scenic photography created to promote the Kearsarge/Lake Sunapee area. The site will be advertised regionally and locally, in print and online. People looking for vacation spots, wedding locations or second homes in New Hampshire can use KearsargeDirectory.com as a resource, and local folks can look around for a new place to eat, a new place to shop, or the latest happenings in the area.

## ADVERTISING

**STEP ONE** All web advertising must be prepaid. Go online and pay for your ad: [http://kearsargemagazine.com/advertise/kearsarge\\_directory/](http://kearsargemagazine.com/advertise/kearsarge_directory/) Or send a check to Kearsarge Magazine, PO Box 1482, Grantham, NH 03753

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

**STEP THREE** 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
- layout suggestions and/or photos, if applicable

## advertising options

It's more than a directory with phone numbers and street addresses. KearsargeDirectory.com includes photos, articles, calendar events, blogs and activities for each town. The site averages 1,000 visitors (9,500 hits) each month and LJ's award-winning blog has 225 readers each month.

**BANNER AD**

**DOUBLE BANNER AD**

**SPONSORSHIP AD**

**FEATURE ARTICLE**



### 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: \$1,000 for 6 months; \$2,000 for a year  
 COST FOR HOME PAGE: \$1,500 for six months; \$2,500 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: \$400 for six months; \$800 for a year, free with 4x print ad in *Kearsarge Magazine*

### FEATURE ARTICLE

Your business can have a written profile and photo on our site.  
 FREQUENCY: Three months  
 COST: \$250 per profile

### ADD ON PACKAGE

- Blog article by Laura Jean Whitcomb with link
  - Photo by directory listing
  - Bullet on town page with link
- FREQUENCY: 3 to 6 months, plus archive  
 COST: \$100

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

