

The Merrimack Valley Voice

Local News, Events and Photo's

7000 Papers printed on the 1st of each month.

5000 mailed to every home in Boscawen, Penacook and Webster (03303) and Salisbury.

1500 copies at racks at Hannafords in Concord as well as various other locations including the Colonial in Hopkinton and Market Basket in Warner.

General Advertising Rates

Use your pre-built ad: \$15.00 per column inch

Business Card (5" x 1.25").....\$40.00

1/8th page (5" x 2.5").....\$75.00

1/4 page (5" x 5.25")..... \$155.00

1/2 page (10.25" x 5.25").....\$310.00

Full page (10.25" x 11.00").....\$615.00

Back page + \$50.00

Front Page Banner (10.25"x1"): \$150.00

All Ads Include Free Color

Cost to Acquire a Customer

Using the Voice is a cost effective way to reach your clients: Example - a 1/4 page ad cost just .018 cents per customer or \$18.23 per thousand customers. Compare the USPS to mail 7000 pieces at regular price is \$3430.00 or \$490.00 per thousand. EDDM which would be \$1225.00 or \$175.00 per thousand customers. These figures don't even add in the cost of designing and printing your own flyer or mailer. Average cost* run between \$225 - \$300 for a 4"x6" full color or \$375 -\$1000 for an 8.5"x11" flyer

*September 9,2016

**Add our Web Site for \$10 a Month
or \$100 a Year (300x200px)
(must be paid in advance)**

**We Offer a 10% Discount
for non-profits or
for any ad 1/4 Page or Larger
with a 3 Month Run***

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