

The Merrimack Valley Voice

Local News, Events and Photo's

A Division of Centerstate Advertising

7000 Papers printed on the 1st of each month.

5000 mailed to homes in Boscawen, Penacook, Salisbury and Webster.

General Advertising Rates

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

Classified Ad (2.375" x 1.25").....	\$20.00
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" or 5" x 11.00").....	\$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

Also includes link to your website, Facebook page or email when paper is posted online

Add a Banner Ad 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*

Ask about
Mailers & Inserts

Other Services Available

Social Media including Facebook, Instagram
Advertising consultations
Basic web site builds or maintenance
Graphic Design

Phone: 603.568.0428

Email: merrimackvalleyvoice@comcast.net

www.merrimackvalleyvoice.com

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 .022 cents per
customer or \$22.00 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 \$1246.00 or \$178.00 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 \$350 -
\$550 for a 6.5"x9.25" full color
or \$375 - \$900 for an
8.5"x11" flyer
*Dec

Copy Services

Letterhead, Business Cards,
Copies (color and black & white)
.06 1 sided ~ .10 2 sided b&w
.35 1 sided ~ .50 2 sided color
2 or 3 hole punch ~ free
Stapled - .02 per bundle

