



OPEN RATE*

(political, national & one time only)

Eighth Page.....	\$100
Sixth Page	\$135
Quarter Page	\$200
Third Page	\$270
Half Page	\$400
Half Portrait.....	\$450
Full Page.....	\$750
Back Page/Page 3.....	\$1,000

DISCOUNT RATES

(Discount rates: must add up to a half page of advertising in 2 weeks to qualify for the discount rate)

Eighth Page.....	\$70
Sixth Page	\$85
Quarter Page.....	\$135
Third Page.....	\$185
Half Page	\$270
Half Portrait.....	\$300
Full Page.....	\$500
Back Page/Page 3.....	\$750

STANDBY RATES*

(Standby rates: ad will run at the newspaper's discretion any time during a five-day period.
Maximum of two ads per week.)

Eighth Page.....	\$65
Sixth Page	\$80
Quarter Page.....	\$125
Third Page	\$165
Half Page	\$250
Half Portrait.....	\$280
Full Page.....	\$475

*All prices include full color at no extra charge

DEADLINE

10am three business days prior to publication

PREMIUM PLACEMENT

FRONT PAGE

Front Page Takeover (page 1 & 2)	\$2250
2 Ads 10.25" x 11.50"	
Jumbo Front Page	\$495
8.5" x 2.66"	
Top Banner	\$270
10.25" x 1"	
Large Front Page	\$130
1.79" x 4.5"	
Small Front Page	\$50
2.75" x .75"	

NEWS SECTION

Sponsored Content Full Page ...	\$500
Page 3 Calendar Third Tall.....	\$200

SPECIAL SECTION SPONSORSHIP	\$250
10.25" x 3"	
SPECIAL SECTION BANNERS	\$100
10.25" x 1.5"	

Tuesday - Business
Wednesday - Health/Retirement
Thursday - Lakestyle Arts/
Entertainment
Friday & Saturday - Real Estate

INSERTS

Cost per thousand

Up to 8 pages	\$45
16 pages.....	\$50
Maximum size 11.25" x 11.75"	
Minimum size 9" x 4"	

Deliver to:
The Laconia Daily Sun
c/o The Concord Monitor
77 Merrimack Street
Penacook, NH 03303

CLASSIFIED ADVERTISING

Display Ads

\$8.00 per inch Black and White
\$9.00 per inch Color

Yard Sale Package

\$24.00 Black and White
\$27.00 Color

Includes display ad for 3 days & Google map online

Classified Deadline

10am one business day
prior to publication

LEGAL ADS

\$9.00 per column inch

AD DIMENSIONS

1/8 Page Horizontal	5" x 3.25"
1/8 Page Vertical	3.25" x 4.85"
1/6 Page Horizontal	5" x 3.65"
1/6 Page Vertical	3.25" x 5.65"
1/4 Page Bottom	10.25" x 2.6"
1/4 Page Horizontal	6.75" x 4.85"
1/4 Page Tall	3.25" x 8.65"
1/4 Page Vertical	5" x 5.65"
1/3 Page Horizontal	6.75" x 5.65"
1/3 Page Bottom	10.25" x 3.75"
1/3 Page Tall	3.25" x 11.5"
1/3 Page Vertical	5" x 7.5"
1/2 Page Horizontal ..	10.25" x 5.65"
1/2 Page Portrait	6.75" x 8.65"
1/2 Page Vertical	5" x 11.5"
Full Page	10.25" x 11.5"

ELECTRONIC FORMAT

PDF files accepted, actual ad
dimensions at a minimum of 300 dpi.
Please use CMYK and be sure all small type
(12 point and smaller) is
100% black (on black plate only).



709,000 web page views*
1.6 million E-Edition page views**

*per month on www.laconiadailysun.com **per month for E-edition

Digital Advertising Options

		MOST POPULAR!	
PREMIUM WEB BILLBOARD		One day \$250	1 week (7x) \$1,500
1920 pixels x 600 pixels - Minimum 15,000 Impressions Your ad at the top of every page LDS website for 24 Hours			
PREMIUM MORNING NEWSLETTER AD	Middle Ad Slot \$75 per day	Top Ad Slot \$150 per day	Bottom Ad Slot \$50 per day
Delivered daily to 9,500 opt-in readers with links to The Sun website and e-edition. 300 pixels wide x 250 pixels tall			
PREMIUM EVENING NEWSLETTER AD	E-Edition First Look	Top Ad Slot \$125 per day	Middle Ad Slot \$75 per day
Delivered daily to 7,000 opt-in readers with links to The Sun website and e-edition. 300 pixels wide x 250 pixels tall			
WEBSITE TILE AD/LEADERBOARD	25,000 Impressions \$250	50,000 Impressions \$500	75,000 Impressions \$750
300 x 250 pixels/728 x 90 pixels/Mobile 320 x 50 pixels			
WEBSITE VIDEO AD	25,000 Impressions \$300	50,000 Impressions \$600	75,000 Impressions \$900
300 pixels wide x 250 pixels tall			
WEBSITE SKYSCRAPER AD	25,000 Impressions \$500	50,000 Impressions \$1,050	75,000 Impressions \$1,600
300 pixels wide x 600 pixels tall			
E-EDITION PAGE ZERO AD		\$100 per day	
Prime position: Full page color ad on the page before the front page of the Laconia Daily Sun e-edition. 725 pixels wide x 875 pixels tall (click for example)			
E-EDITION PERSISTANT BOTTOM BANNER		\$100 per day	
Highest visible E-edition ad appearing on all pages. 728 pixels wide x 90 pixels tall (click for example)			
E-EDITION FULL PAGE INTERSTITIAL AD		\$100 per day	
Full page color ad that appears between the pages of the LDS digital e-edition as an add-on to your print ad			
CUSTOM EBLAST		\$150 per day	
Email your advertisement out to our 1750 opt-in readers. 600 pixels wide x any height tall			
SPONSORED CONTENT	7 days \$300	15 days \$600	30 days \$900
Your article on the Home page of the Laconia Daily Sun Featured content on the Laconia Daily Sun (click example)			

* Impressions are typically delivered over the course of four weeks or until requested impressions have been fulfilled.

Contact ads@laconiadailysun.com or call 603-527-9299

LACONIA

Alton	3809	385
Ashland	3217	251
Barnstead	3218	100
Belmont	3220	1138
Bristol	3222	538
Center Harbor	3226	342
Concord	3301	25
Franklin / Hill	3235	635
Gilford	3249	1442
Gilmanton	3237	120
Holderness	3245	80
Laconia	3246	5453
Meredith	3253	1675
Moultonborough	3254	144
New Hampton	3256	289
Plymouth	3264	670
Sanbornton	3269	117
Tilton	3276	1201
Winnisquam	3289	220
Wolfeboro	3894	175

Tuesday - Friday 15,000
Sat/Sun Weekend Edition 15,250

BERLIN

Berlin	3570	4200
Errol	3579	100
Gorham	3581	1900
Milan	3588	200
Shelburne	3581	25
Total		6,425

CONWAY

Albany	3818	200
Bartlett	3812	550
Chatham	3813	50
Chocorua	3817	150
Conway	3818	1450
Ctr.Conway	3813	775
Eaton	3832	100
Freedom	3836	400
Fryeburg, ME	4037	1400
Glen	3838	500
Intervale	3845	350
Jackson	3846	300
Kearsarge	3847	80
Lovell, ME	4051	200
Madison	3849	350
Moultonboro	3254	145
N.Conway	3860	3500
Ossipee	3864	2100
Silver Lake	3875	100
Tamworth	3886	200
Wolfeboro	3894	600
Total		13,500

**Print Circulation for all 3
Sun publications: 34,925**

**Total Print & E-Edition
Readership: 60,000+**

The Laconia Daily Sun Daily Reach:

- 15,000 Daily Print Edition
15,250 Weekend Print Edition
- Over 1.6 million pageviews monthly
in the Laconia Daily Sun e-edition
- Over 709,000 pageviews monthly
on www.laconiadailysun.com
- Current combined print and online
Lakes Region Adult readership
30,000 DAILY!

**Ask about our
Print and Digital packages**

The Daily Sun

FAMILY of NEWSPAPERS

**Grow Your
Brand & Revenue
with The Sun!**

*The
Sun*

**The
Berlin
Daily
Sun**

**The
Conway
Daily
Sun**

**The
Laconia
Daily Sun**

The Laconia Daily Sun

Serving the Lakes Region of New Hampshire / CIRCULATION: 15,000 Tues - Friday, 15,250 Weekend
Adam Hirshan, Publisher

The Conway Daily Sun

Serving the Mt. Washington Valley and Carroll County
 CIRCULATION: 13,500 Tuesday - Saturday

The Berlin Daily Sun

Serving Berlin, Gorham and the North Country
 CIRCULATION: 6,425 Thursday