

2023 Media Planner

*Along*  
**ROUTE 16**

& The Scenic Byways of Rtes. 25, 28, 108, 109, 113, 125, 153 & 171



**Eastern New Hampshire from The Seacoast to The Mountains**

*Come Along And Feel The Difference.*

# Generational Investments In New Hampshire Tourism

It's been said north of Concord that if you don't know what you're doing, you should ask your neighbor and they'll fill you in. I've been blessed to be the ultimate White Mountain neighbor my entire life. Western Maine as the frequent weekend, summer and ski season tourist for the first half of my life and now the NH Lakes Region insider and Carroll County resident for the second half. Watching my children today is a continuous déjà vu moment of my own childhood romping through the Granite State's various attractions and activities.



1975 Mt. Washington Auto Road  
with my dad and brother.

Living here in the north country can be both the most exhilarating and likewise the most challenging of all lifestyles. The revenue created by people "from away" will be the prime factor in the success or failure of

most small family-owned businesses. For forty years, our company has been helping NH family businesses grow, by being here on the ground and knowing the lay of the land. We put your unique selling proposition in front of the right people, at the right time. Millions of positive impressions, one family at a time.



My two sons and I having a good time  
at Storyland in 2019

**Route 16**  
The Scenic Byways of Rtes. 25, 28, 109, 113, 125, 153 & 171

Eastern NH Lakes & Mountains

MONTHLY Year Round

& intersecting scenic byways of Rtes: 25, 28, 109, 113, 125, 153 & 171

NH's Eastern Lakes & Mountains • Seabrook to North Conway

Deadline	Issue	Ad Sz	Price	Color	Entered
Jan 6	1/13	_____	_____	_____	_____
Feb 10	2/17	_____	_____	_____	_____
Mar 10	3/17	_____	_____	_____	_____
Apr 7	4/14	_____	_____	_____	_____
May 5	5/12	_____	_____	_____	_____
Jun 9	6/16	_____	_____	_____	_____
Jul 7	7/14	_____	_____	_____	_____
Aug 11	8/18	_____	_____	_____	_____
Sep 8	9/15	_____	_____	_____	_____
Oct 6	10/13	_____	_____	_____	_____
Nov 10	11/17	_____	_____	_____	_____
Dec 8	12/15	_____	_____	_____	_____

RATES		Save 10%	Save 20%	Save 40%	COLOR?
Ad Size	Open	4 Issues	8 Issues	12 Issues	
<b>Size 9</b> (Full Page) 10.25" w x 15.5" h	<b>\$900</b>	<b>\$810</b>	<b>\$720</b>	<b>\$540</b>	Add 20%
<b>Size 8</b> (1/2 Page) H: 10.25" w x 7.5" h V: 5" w x 15.5" h	<b>600</b>	<b>540</b>	<b>480</b>	<b>360</b>	Add 20%
<b>Size 7</b> (1/3 Page) H: 10.25" w x 5.75" h V: 5" w x 11.5" h	<b>430</b>	<b>387</b>	<b>344</b>	<b>258</b>	Add 20%
<b>Size 6</b> (1/4 Page) H: 10.25" w x 3.75" h V: 5" w x 7.5" h	<b>320</b>	<b>288</b>	<b>256</b>	<b>192</b>	Add 20%
<b>Size 5</b> (1/6 Page) 5" w x 5.75" h	<b>240</b>	<b>216</b>	<b>192</b>	<b>144</b>	Add 20%
<b>Size 4</b> (1/8 Page) 5" w x 3.75" h	<b>180</b>	<b>162</b>	<b>144</b>	<b>108</b>	Add 20%
<b>Size 3</b> (1/12 Page) 5" w x 2.75" h	<b>140</b>	<b>126</b>	<b>112</b>	<b>84</b>	Add 20%
<b>Size 2</b> (1/16 Page) 5" w x 1.75" h	<b>120</b>	<b>108</b>	<b>96</b>	<b>72</b>	N/A



The Route 16 Corridor is one of the most traveled highways for people visiting the granite state. Together, we are strategically positioned to reach this affluent audience with an affordable monthly publication.

**ALONG RT 16 DISTRIBUTION LOCATIONS: SUBJECT TO CHANGE WITHOUT NOTICE...** STATE REST STOP SEABROOK, STATE REST STOP NO. CONWAY, STATE REST STOP COLEBROOK, RTE. 16 DAIRY BAR (Seasonal), HARLEY JACKS, VALUE LAND, OSSIPEE CONVENIENCE, PIZZA BARN, MUMMA CHRISTY'S, OSSIPEE INFORMATION BOOTH, TRAMWAY ARTISANS, NORTH COUNTRY FIREWORKS, ROSIES, YANKEE SMOKEHOUSE, WHITE LAKE STATE PARK, TAMWORTH CAMPING AREA, NH COUNTRY STORE, ECONOLIDGE, JAKES SEAFOOD, HANNAFORD OSSIPEE, BIG APPLE, MOUNTAIN GRAINERY/ACE, BEAVER HOLLOW CAMPGROUND (Seasonal), OSSIPEE HOUSE OF PIZZA, WOLFEBORO CHAMBER OF COMMERCE, WONTONS RESTAURANT, MISS WAKEFIELD DINER (Seasonal), ON THE RUN MOBIL, LOVELL LAKE MARKET, POOR PEOPLES PUB, DIPRIZIO'S GMC, MCKENZIES FARM STAND (Seasonal), HANNAFORD NORTH CONWAY, NO. CONWAY TOURISM CENTER, SUPER SHOE, ALMOST THERE, CANNELL'S COUNTRY STORE, YANKEE CLIPPER HOTEL, SETTLER'S GREEN CUSTOMER SERVICE, SHOP N SAVE IN GLEN, BAGELS PLUS, SAWYER RIVER TRADING, WHITE BIRCH BOOKS, NORTH COUNTRY FAIR JEWELERS, MCDONALD'S, SACO FAMILY CAMPING, BEACH FAMILY CAMPING, EASTERN SLOPE CAMPGROUND, SACO RANGER STATION, SOMERSWORTH COC, SOMERSWORTH LIBRARY, LEAVEN, 45 MARKET STREET BAKERY & CAFE, NH LIQUOR STORE BOX, LUCKY SUPERMARKET, SHIVA MARKET, LANEY'S BREAKFAST, TRI CITY PLAZA BOX, REAL ESTATE SPECIALISTS, SHELL, KEY AUTO - SOMERSWORTH, INTERSTATE GLASS, THE WORKS ROCHESTER PEDIATRICS, FRISBIE MEMORIAL HOSPITAL, VILLAGE PIZZA, BRICKSTONE'S, WILD WILLY'S BURGERS, RIVERSTONE FRAME SHOP, ROX LOUNGE, ROCHESTER OPERA HOUSE, GOVERNOR'S INN, LILAC CITY GRILLE, GOODFELLAS PIZZA & LOUNGE, GREEN EARTH CLEANING, GRANITE STEAK & GRILLE, STRAFFORD COUNTY YMCA, HANNAFORD ROCHESTER EAST, BANK OF AMERICA, BELLA FR-ESCA, MOES, ROCHESTER CHAMBER, LILAC MALL - ENTRANCE - D RACK, HANNAFORD ROCHESTER WEST, GARY'S SPORT'S BAR, MARKET BASKET, BOUCHER'S, HIGHLAND CHINA HOUSE, MONARCH SCHOOL OF NE, ROCHESTER PUBLIC LIBRARY, RE/MAX REALTY, 900 DEGREES, O'NEIL CINEMAS - RACK, EPPING HOUSE OF PIZZA, HOLY GRAIL, PINE ACRES CAMPGROUND LAUNDROMAT, GORDO'S BURRITOS & TACOS, ACE HARDWARE/BEN FRANKLIN, NEWICK'S DOVER, DOVER, LIBRARY, CHILDREN'S MUSEUM OF NH, JANETO'S SUPERMARKET, DOVER HOP, DOVER CHAMBER OF COMMERCE, HARVEY'S BAKERY, AMTRAK STATION, CLEARY CLEANERS, SHAW'S IN DOVER, STRAFFORD FARMS RESTAURANT, DANIS LAUNDROMAT, DANIS SUPERMARKET, MAIN ST. GRILL & BAR, JITTERS CAFE, PING GARDEN, JOSIAH CARPENTER LIBRARY, BLUEBERRY STATION, COUNTRY COOKIN', CARE PHARMACY, HILL TOP PIZZERIA , EPSOM PUBLIC LIBRARY, COOPER HILL PIZZERIA, LOUIE PIZZA - RACK, JOHNSON'S SEAFOOD & STEAK, NORTHWOOD DINER, NORTHWOOD TOWN HALL, SUSTY'S CAFE, HANNAFORD'S NORTHWOOD, CHELSEY MEMORIAL LIBRARY, AMAZING CHILDREN, BARRINGTON LIBRARY, SHELL FOODMART, KOZY'S PIZZA, STONE HOUSE BAKING, BARRINGTON STATION, PIZZA SPINNERS, CIRCLE RESTAURANT AND MR. GAS, PINE KNOLL CMPGRND, BEAR NOTCH SKI TOURING, WILLEY HOUSE INFORMATION, NO. FOREST HERITAGE PARK BRETTON WOODS MOTOR LODGE, BRETTON WOODS SKI, COG RAILWAY UPSTAIRS, COG RAILWAY DOWNSTAIRS, MT WASH TRDG POST/IRVING, ABSOLUTE POWER SPORTS, BURGER KING GORHAM, COLONIAL COMFORT INN, J'S CORNER RESTAURANT, LOEWES GARAGE, MCDONALDS, MT MADISON MOTEL, ROYALTY INN, WHITE MT. GOLF, NESTLENOOK FARM ON THE RIVER, CABOT MOTOR LODGE, SPAULDING POWER SPORTS, BAGELS PLUS, WILLOW PLACE MALL, WHITE MOUNTAIN WINERY, MT WASH VAL CHILDRENS MUSEUM