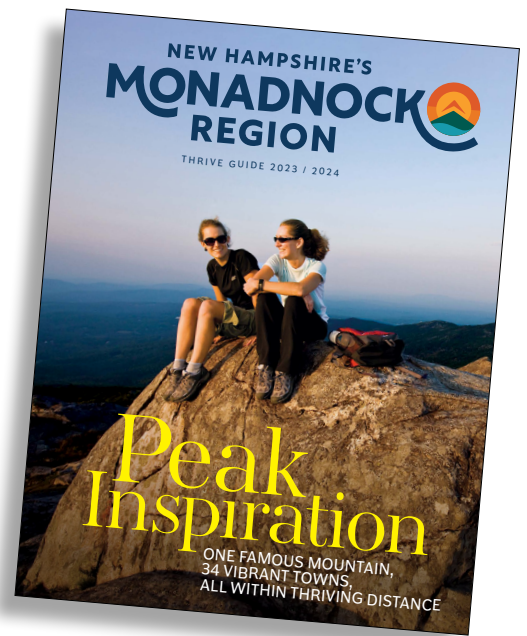


ADVERTISE IN THE

NEW HAMPSHIRE'S
MONADNOCK
REGION
THRIVE GUIDE

2024/2025 EDITION



Published by the Greater Monadnock Collaborative as part of its “Promoting the Region” initiative, the Thrive Guide is designed to influence potential visitors, new workers, new residents, prospective college students, and recent movers to the region.

The content of the Guide will be all new this year, with text, photos, and design prepared by the editors of Yankee Publishing Inc. The brilliant photography and inspiring and informative articles will showcase the region at its best.

Your advertisement in the Guide will impact readers who have a strong interest in the Monadnock Region and want to know more about what the region has to offer.

The distribution of the Guide is estimated to be 20,000 copies, print and digital. The estimated publication date is June 1, 2024.

10,000 print copies will be distributed to highly qualified readers – people who have demonstrated an interest in visiting the region or living, working, or going to college in the region. Some of the copies distributed in the region will also be read by local residents.

Advertisers in the Guide are entitled to a number of copies to distribute to customers and prospects.

The digital edition of the Guide will be distributed more widely. Visitors to MonadnockNH.com will be able to download the Guide; plus, **Yankee has committed to promoting the digital edition to 125,000 newsletter subscribers who love to travel in New England.** Other methods of digital distribution will be used as opportunities arise.

To see the 2023/2024 digital edition, [click here](#).

PRINT DISTRIBUTION

- *To visitors in the region at local lodging establishments*
- *To visitors at the Manchester-Boston Regional Airport*
- *To visitors at the Keene Dillant-Hopkins Airport*
- *By realtors to people who may move to the region*
- *By retirement living facilities to people who may move to the region*
- *By large employers to recruit new workers to the region*
- *By higher-ed institutions attracting students to the region (KSC and FPU)*
- *By the Greater Monadnock Collaborative*
- *By other chambers in the region*
- *By advertisers in the Guide*
- *At regional events*

Total print distribution.....10,000

Estimated digital distribution.....10,000

PRINT + DIGITAL DISTRIBUTION: 20,000 COPIES TOTAL

**BE A PART OF THE
THRIVE GUIDE!**

- **FULL-COLOR ADVERTISING OPPORTUNITIES**
- **EARLY-BIRD DISCOUNT**
- **DESIGN SERVICES AVAILABLE ON REQUEST**

*Details and sign-up form
on the reverse*

AD SALES CONTACT

PAMELA WILDER

603-903-4228

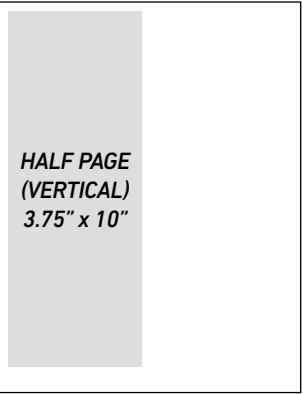
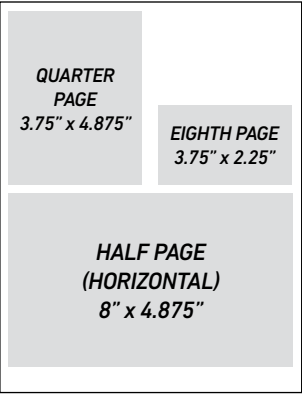
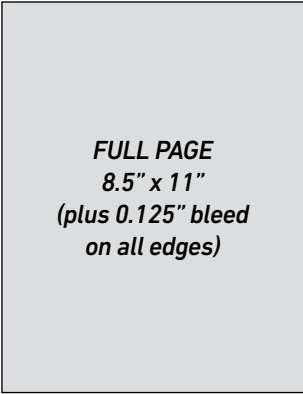
thriveguidepam@gmail.com

ADVERTISING RATES

FULL PAGE..... \$1,250
 HALF PAGE..... \$900
 QUARTER PAGE..... \$600
 EIGHTH PAGE..... \$450

PREMIUM POSITION (FULL PAGE)
 BACK COVER..... \$2,500
 INSIDE FRONT COVER..... \$1,700
 INSIDE BACK COVER..... \$1,400

\$50 early-bird discount for ads reserved before 3/22/24



- **AD FILE REQUIREMENTS:** Adobe PDF, TIF, or JPEG (minimum 300 DPI)
 - **SUBMISSION METHODS:** Contact Pamela Wilder at 603-903-4228 or email thriveguidepam@gmail.com.
 - **DEADLINES:** Reservations by **4/19/24**. Artwork and payment by **5/1/24**.
- Make checks payable to: Greater Monadnock Collaborative*

2024/2025 THRIVE GUIDE ADVERTISING AGREEMENT

YES! I would like to participate in the Thrive Guide.

Using the check boxes, please indicate your participation level by placing a "X" in the box accordingly. All sponsorship and advertising rates are net. By completing this form you are agreeing to terms listed below.

<input type="checkbox"/> FULL PAGE	\$1,250	PREMIUM POSITION (FULL PAGE):	
<input type="checkbox"/> HALF PAGE	\$900	<input type="checkbox"/> BACK COVER	\$2,500
<input type="checkbox"/> QUARTER PAGE	\$600	<input type="checkbox"/> INSIDE FRONT COVER	\$1,700
<input type="checkbox"/> EIGHTH PAGE	\$450	<input type="checkbox"/> INSIDE BACK COVER	\$1,400

\$50 early-bird discount for ads reserved before 3/22/24.

Business Name _____ Business Phone Number _____

Company Contact _____ Contact Email _____

Address _____ City _____ State _____ Zip code _____

Company Representative Signature _____

Terms & Conditions: Payment must be received before publication printing. Advertising materials must be supplied by the advertiser and prepared properly for print reproduction. Graphic/design services are available for a fee. Advertiser assumes all liability for all content in its advertisement and assumes responsibility for all claims arising therefrom made against the Greater Monadnock Collaborative.