

Spectrum Monthly

34 Years Delivering Marketing Results



We
Are
Local.



SPECTRUM
MONTHLY PUBLICATIONS

POWERFUL LOCAL ADVERTISING SOLUTIONS

Spectrum Monthly Publications is recognized by consumers across New Hampshire and Massachusetts as a reliable resource for saving on the products and services they use on a monthly basis.

Advertisers from restaurants, retailers, health & fitness centers, home improvement companies, personal and professional services of all types rely on Spectrum Monthly to deliver new customers while maintaining high brand visibility in their local markets.



Scan to Watch

OVERVIEW VIDEO

Watch a 5 minute video and learn everything you need to know!

Our Mission

The **Spectrum Monthly Formula for Success** is to provide local businesses with a diverse, flexible, and cost-effective advertising publication that combines the impact of direct mail with a reader-friendly format resulting in **superior return on advertising investment.**

34 Years of Local Advertiser Success

Founded in 1991, Spectrum Monthly has grown from a one zone publication to 14 areas across New Hampshire and Massachusetts that reach approx. 300,000 homes and represents more than 800 local businesses each month.

Proven marketing **results** within a diverse group of local advertisers.



SPECTRUM OUTPERFORMS

Mailed directly to the homes in your targeted local market!

Shelf Life - 1 Full Month

Spectrum Monthly gives your business exposure through an **entire month** with one of the longest shelf lives of any advertising format. Consumers anticipate receiving their monthly copy and keep it as a constant resource until their next issue arrives.

Loyal Readership

A **34 year history**, Spectrum Monthly's name recognition, monthly contests and a wide variety of advertisers have made the publication one that thousands of loyal readers anticipate and utilize each month in their shopping and dining decisions.

Over 90% Repeat Advertiser Ratio

More than 90% of our advertisers run in each and every issue of Spectrum Monthly, and there are many who have never missed an issue since its debut.

Spectrum Exclusives

Highlight and create demand for your ads by offering an exclusive offer available only in the Spectrum Monthly publication.

Monthly Contests

Spectrum's monthly contests add excitement and **increase readership loyalty**.

Online & Mobile Editions

Our advertisers now get the benefit of extending their reach to customers outside of the areas they've chosen to advertise. **FREE** for all Spectrum advertising customers on spectrummonthly.com.

Advertising Diversity

Spectrum features advertising from more than **800 local businesses** each month, offering readers a diversity of products and services. This diversity creates a true marketplace that our readers have come to rely upon.

Extensive Dining Advertising

Nearly everyone enjoys a dinner out, and Spectrum has become a leading source for dining and entertainment value and offers. Everything from fast food to fine dining is offered to readers each month. Readership generated by this robust group **benefits all advertisers**.

Ad Targeting with Area Distribution

Area distribution allows our advertisers to efficiently target the markets that will deliver the highest rate of return. Our flexible pricing and creative advertising options provide a range of innovative solutions that are without parallel in the industry.



Insert Flyers



Direct Mailer



RETURN ON INVESTMENT

Spectrum Monthly will generate new sales and develop new customer relationships for your business cost-effectively!

KEY FACTS

- Fully audited direct mail circulation to 285,000 households
- Outstanding return on investment for display advertising
- Delivering marketing results since 1991
- Huge diversity of advertisers create readership and shelf life

SALES GENERATED

A \$650 investment will require the following results to generate three times the revenue.

AVERAGE SALE: \$25.....78 coupons = \$1,950

AVERAGE SALE: \$50.....39 coupons = \$1,950

AVERAGE SALE: \$2,500.....1 coupons = \$1,950

NEW CUSTOMERS

Retail statistics indicate that the cost of obtaining one new customer is between \$250-\$500.

Based on this, if only EIGHT new customers learn about and do business with your company as a result of one ad in Spectrum Monthly, your business will be on the positive side of the transaction!

COST PER 1,000

One technique for evaluating advertising expense is to calculate the cost per thousand or cost per household. Using this standard, a single area quarter-page ad will be delivered for less than 2 CENTS per household. With a quarter-page ad delivered to all zones, the cost per household drops to one penny per household or less!

THE SMALL PRINT

- Published circulation statistics are accurate as of the rate card publication date, however circulation may fluctuate slightly during the year. See your Spectrum Monthly representative for the most recent information.
- Spectrum Monthly assumes no liability for typographical errors, minor omissions or legality of content supplied.
- Advertisers are encouraged to receive proof copies of all advertising submitted. Spectrum Monthly is a registered trademark of Spectrum Marketing Companies.

READERSHIP

= RES

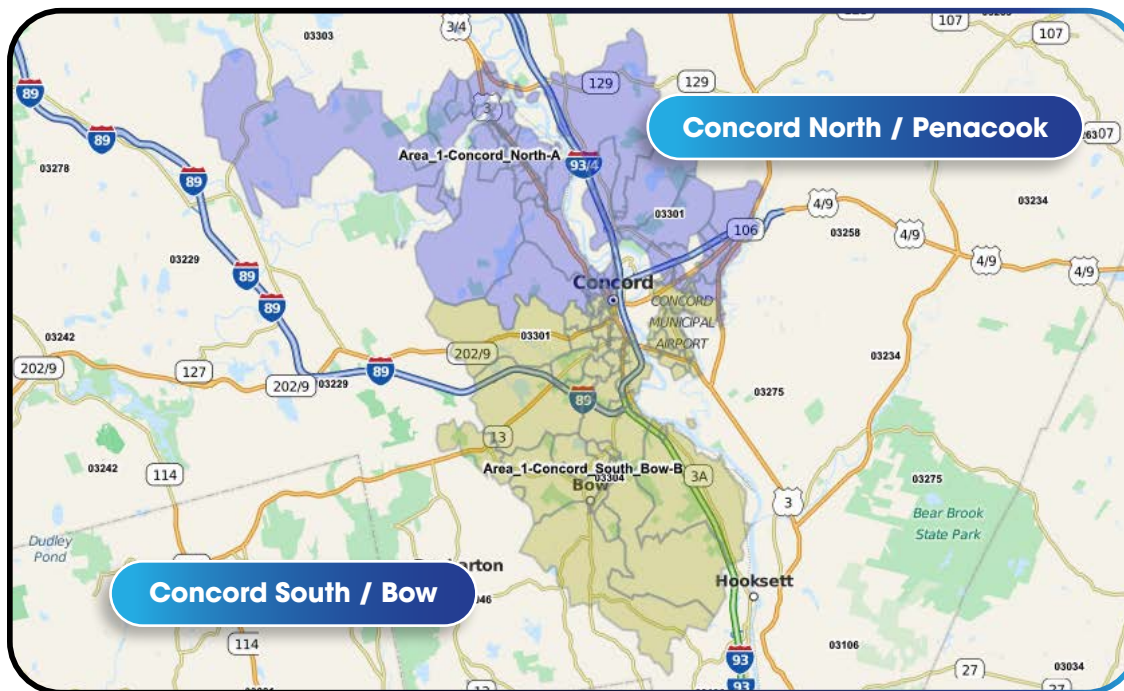


+ SHELF LIFE RESULTS



Kim Gagnon | Sales Manager
kim@spectrummonthly.com

Area 1 Concord, Penacook, and Bow, NH

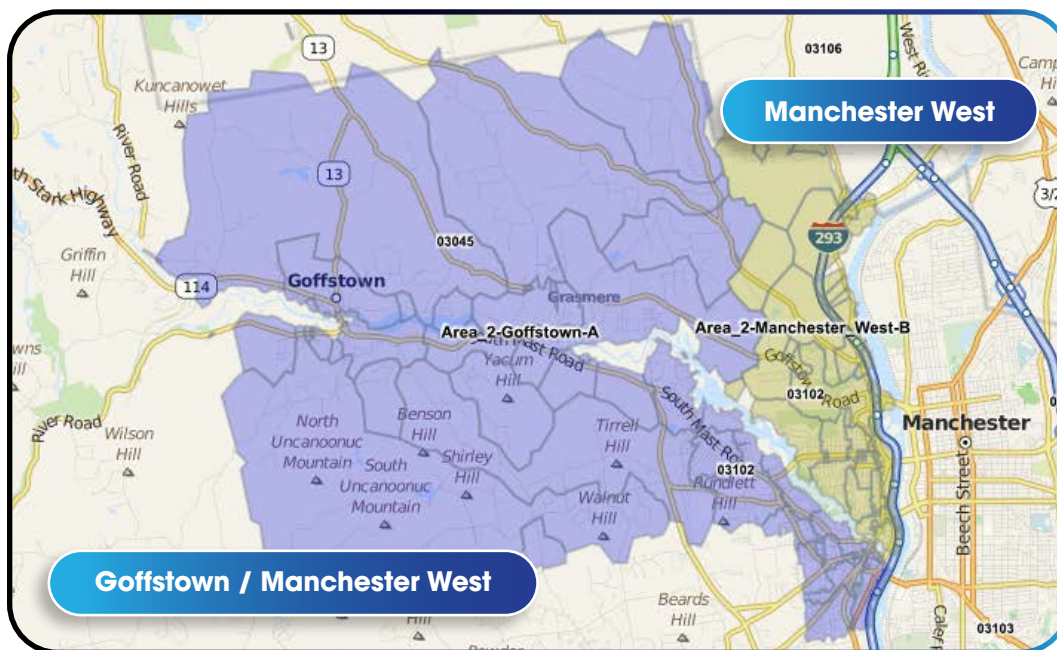


Area A Concord North / Penacook
 Concord: 03301 - Direct Mail: 5,322
 Penacook: 03303 - Direct Mail: 5,475
Area Total: 10,797

Area B Concord South / Bow
 Concord: 03301 - Direct Mail: 7,346
 Bow: 03304 - Direct Mail: 2,983
Area Total: 10,329

Direct Mail
Total: 21,126

Area 2 Goffstown and Manchester West, NH

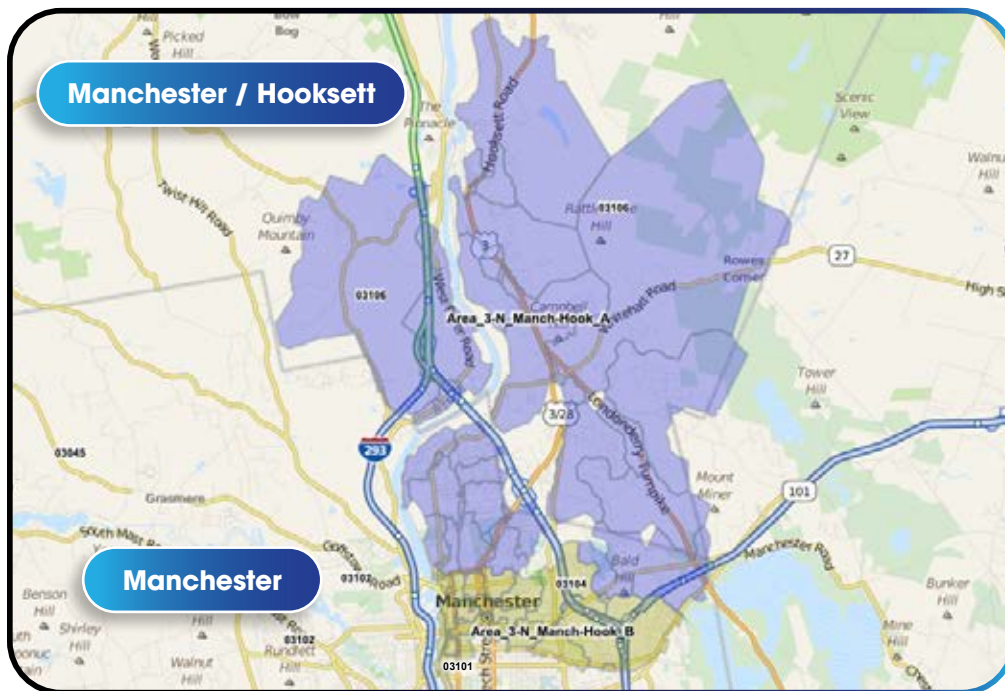


Area A Goffstown / Manchester West
 Goffstown: 03045 - Direct Mail: 5,502
 Manchester: 03102 - Direct Mail: 4,194
Area Total: 9,696

Area B Manchester West
 Manchester: 03102 - Direct Mail: 10,836
Area Total: 10,836

Direct Mail
Total: 20,532

Area 3 Manchester North and Hooksett, NH



Area A Manchester / Hooksett

Manchester: 03104 - Direct Mail: 5,052

Hooksett: 03106 - Direct Mail: 4,982

Area Total: 10,034

Area B Manchester

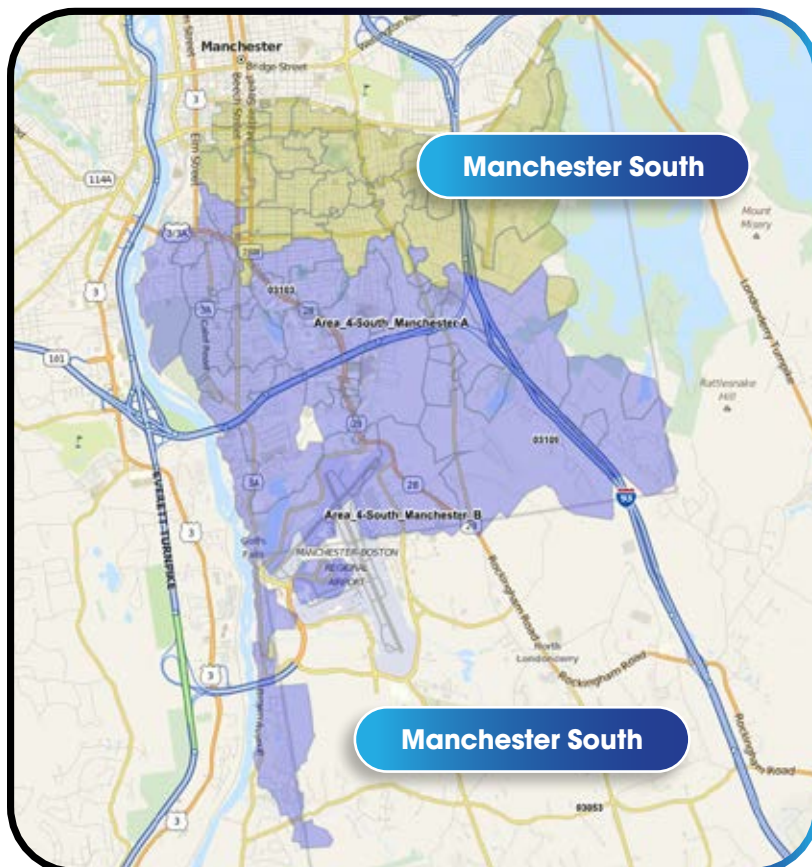
Manchester: 03104 - Direct Mail: 8,140

Manchester: 03101 - Direct Mail: 2,283

Area Total: 10,423

Direct Mail

Total: 20,457



Area 4 Manchester South, NH

Area A Manchester South

Manchester: 03103 - Direct Mail: 8,303

Manchester: 03109 - Direct Mail: 2,407

Area Total: 10,710

Area B Manchester South

Manchester: 03103 - Direct Mail: 7,194

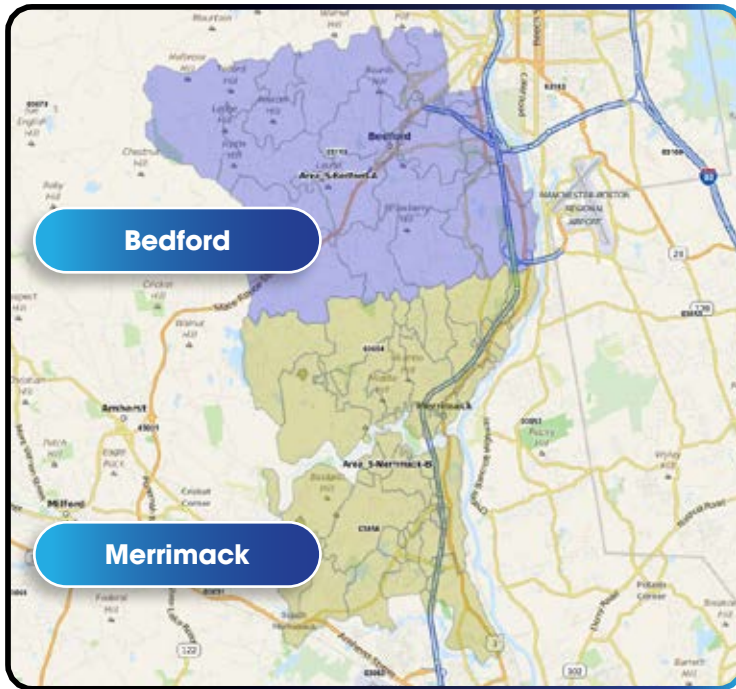
Manchester: 03109 - Direct Mail: 2,231

Area Total: 9,425

Direct Mail Total:

20,135

Area 5 Bedford and Merrimack, NH



Area A Bedford

Bedford: 03110

Area Total: 8,668

Area B Merrimack

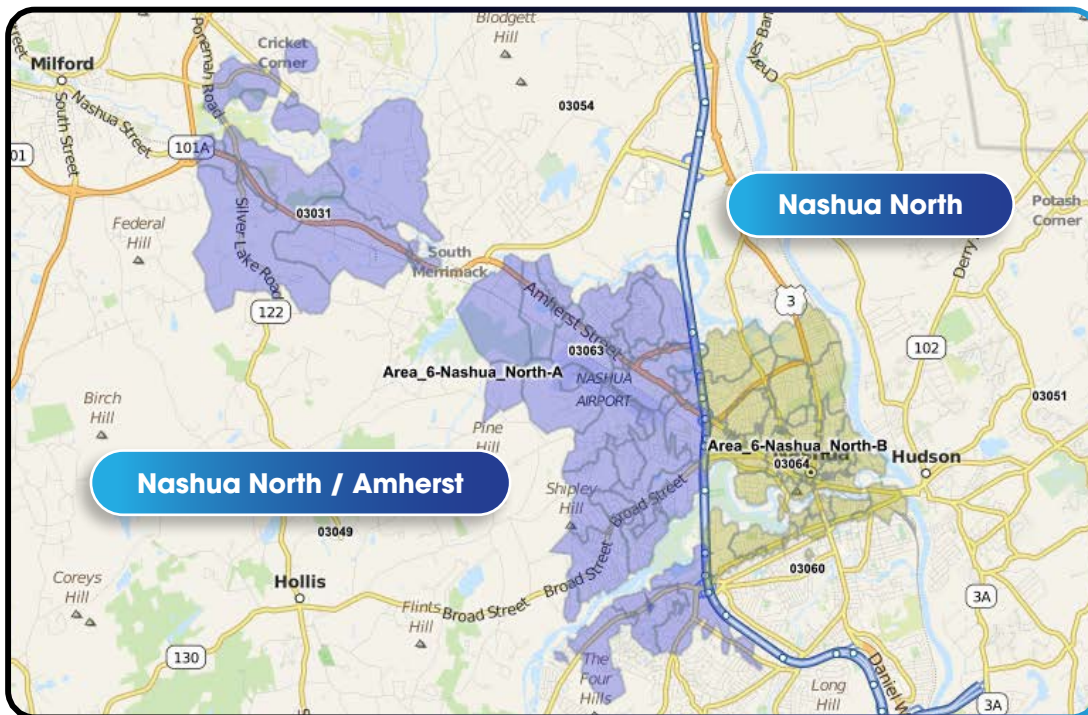
Merrimack: 03054

Area Total: 11,574

Direct Mail Total:

20,242

Area 6 Nashua North, NH



Area A Nashua North / Amherst

Amherst: 03031- Direct Mail: 1,135

Nashua: 03062- Direct Mail: 1,597

Nashua: 03063- Direct Mail: 7,248

Area Total: 9,980

Area B Nashua North

Nashua: 03060 - Direct Mail: 3,748

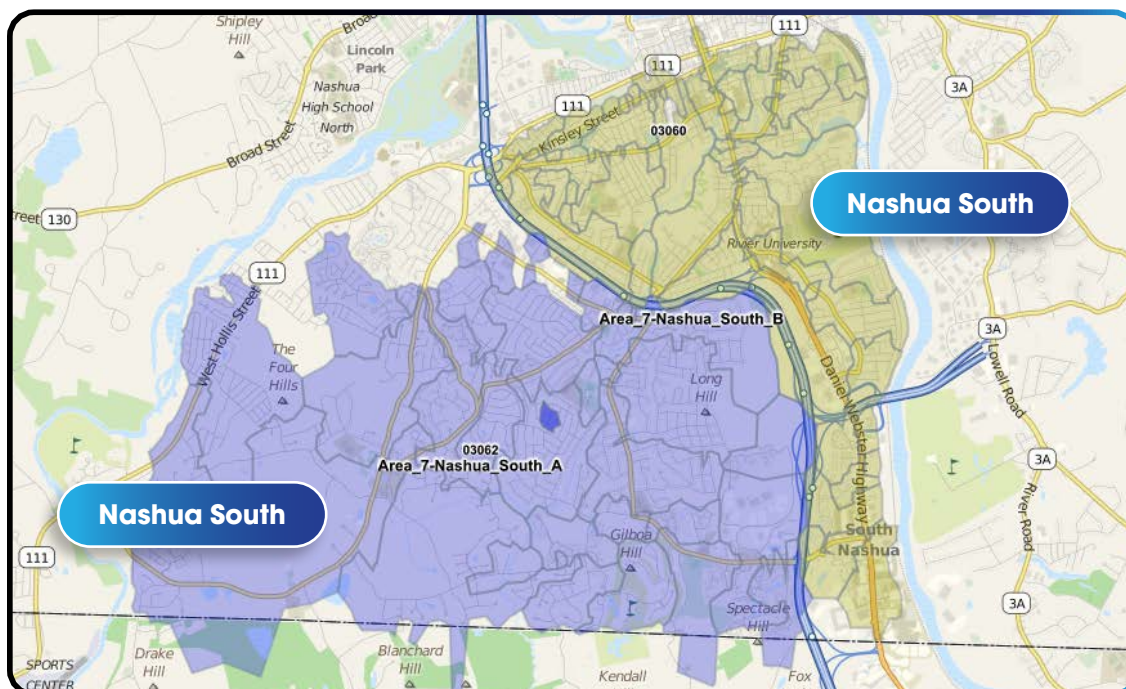
Nashua: 06064 - Direct Mail: 6,3691

Area Total: 10,117

Direct Mail Total:

20,097

Area 7 Nashua South, NH

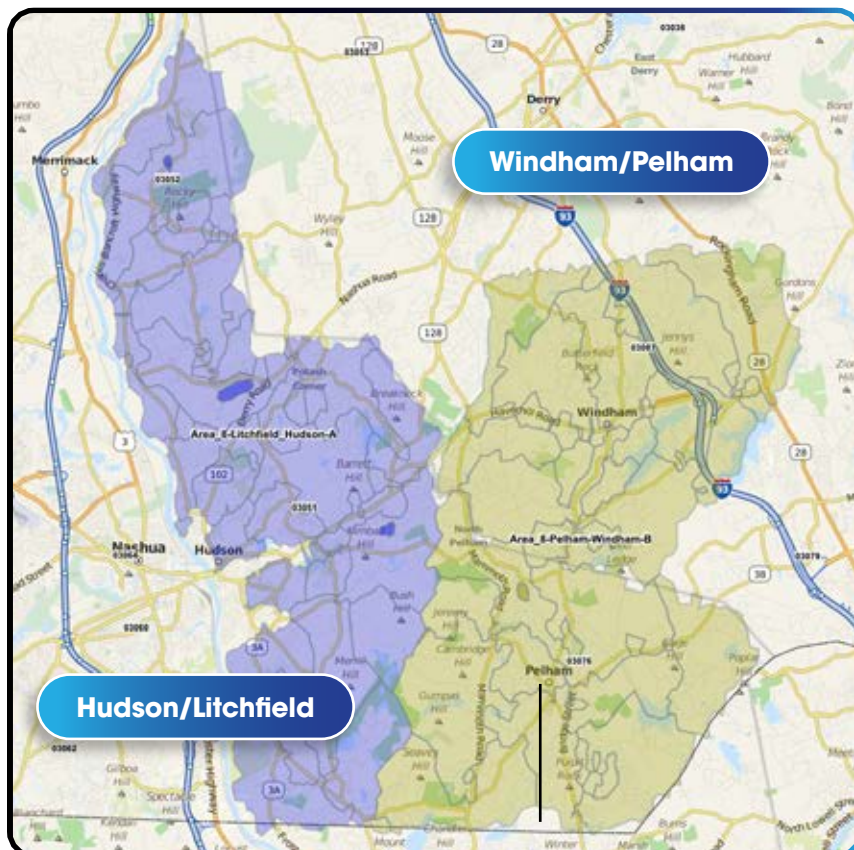


Area A Nashua South
Nashua: 03062
Area Total: 10,492

Area B Nashua South
Nashua: 03060
Area Total: 9,913

Total Direct Mail
20,405

Area 8 Hudson/Litchfield and Windham/Pelham, NH

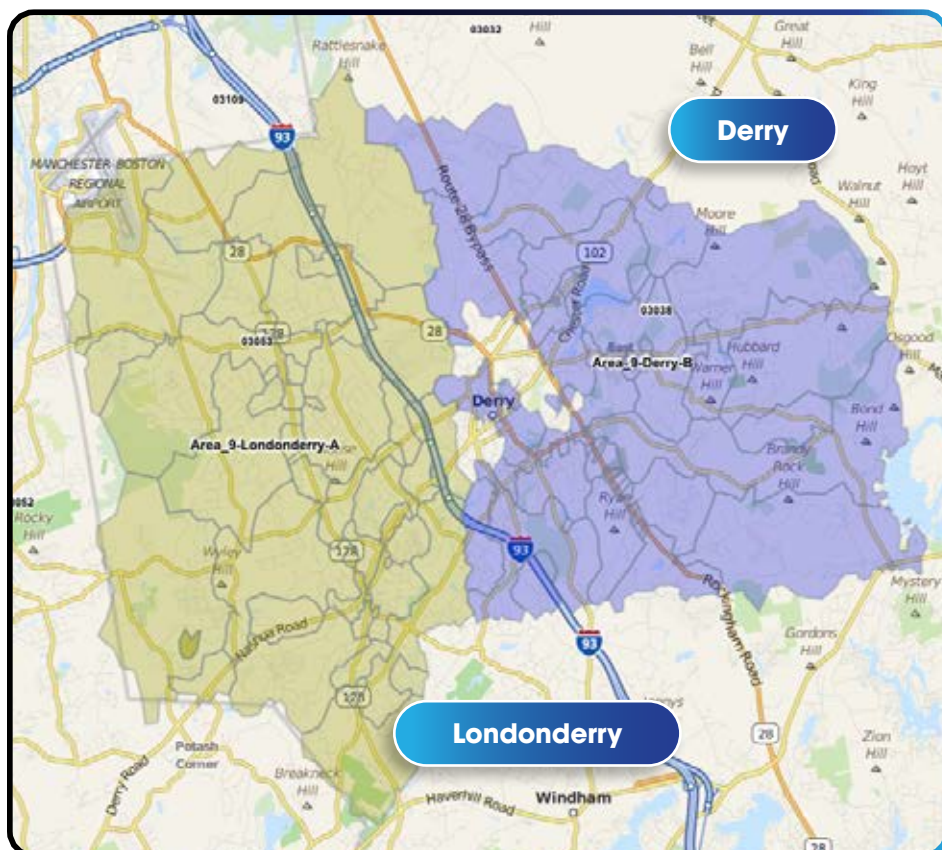


Area A Hudson/Litchfield
Hudson: 03051 - Direct Mail: 7,945
Litchfield: 03052 - Direct Mail: 3,206
Area Total: 11,151

Area B Windham/Pelham
Pelham: 03076 - Direct Mail: 5,258
Windham 03087 - Direct Mail: 5,436
Area Total: 10,694

Direct Mail Total:
21,845

Area 9 Derry and Londonderry, NH



Area A Derry

Derry: 03038

Area Total: 10,215

Area B Londonderry

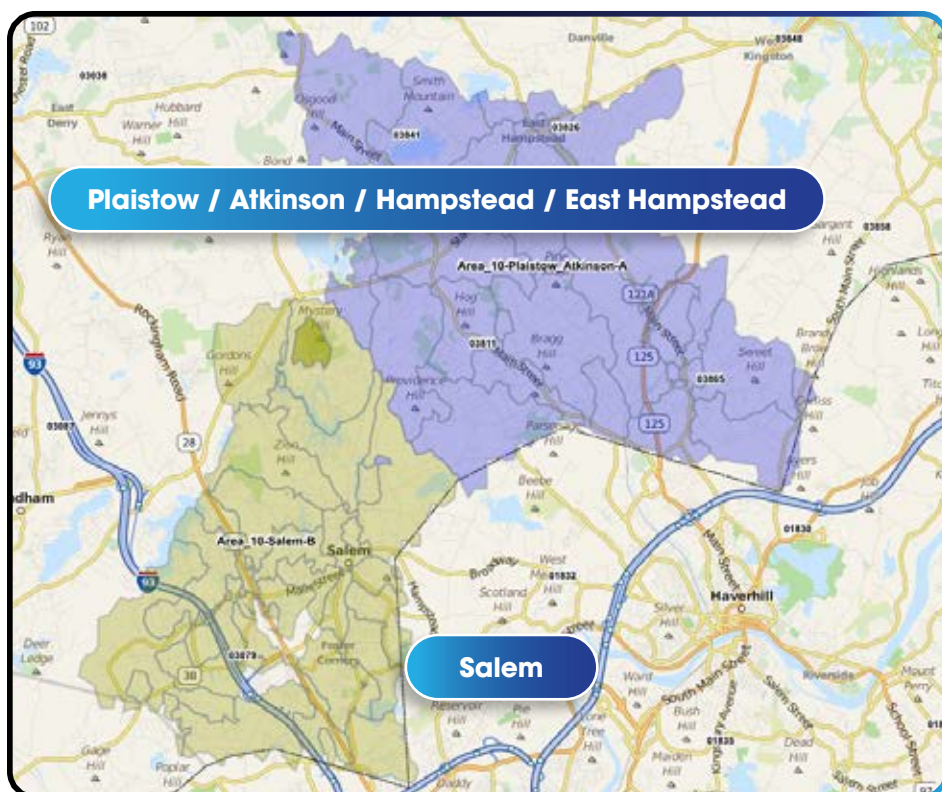
Londonderry: 03053

Area Total: 10,365

Direct Mail Total:

20,580

Area 10 Salem / Plaistow / Atkinson / Hampstead, NH



Area A Salem

Salem: 03079

Area Total: 11,153

Area B Plaistow / Atkinson

Hampstead / East Hampstead

Plaistow: 03865 - Direct Mail: 3,139

Atkinson: 03811 - Direct Mail: 2,826

Hampstead: 03841 - Direct Mail: 2,483

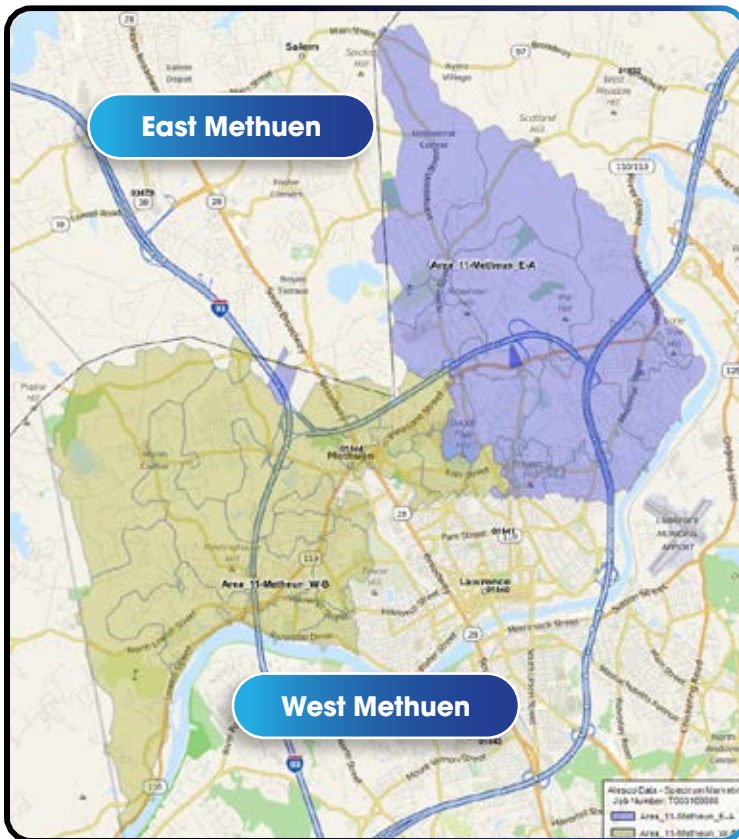
E. Hampstead: 03826 - Direct Mail: 933

Area Total: 9,381

Direct Mail Total:

20,534

Area 11 Methuen, MA



Area A East Methuen

East Methuen: 01844

Area Total: 8,771

Area B West Methuen

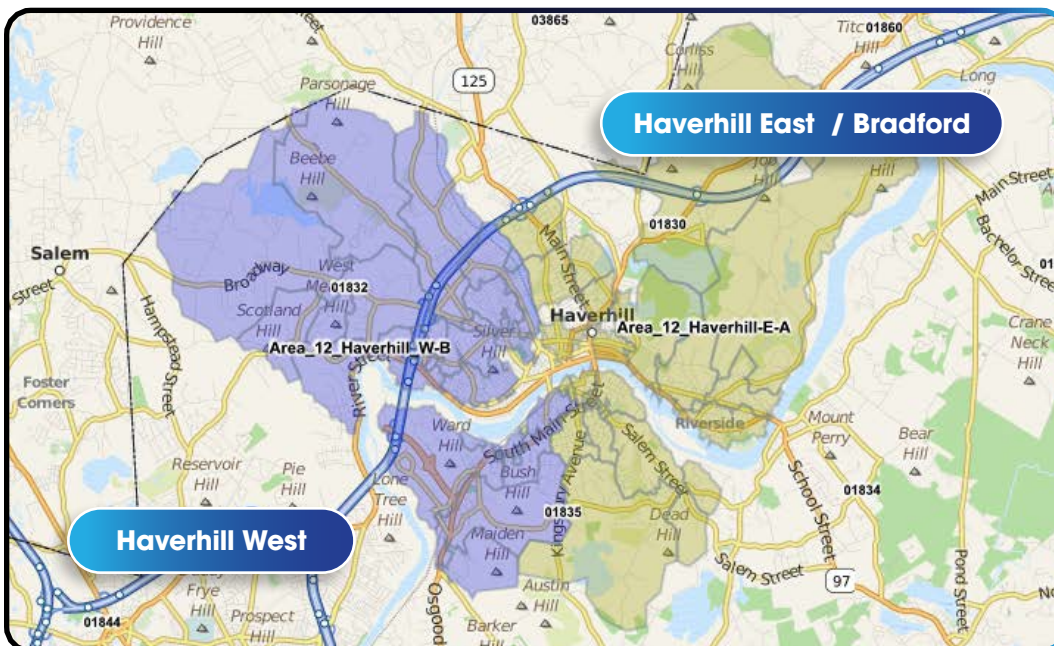
West Methuen: 01844

Area Total: 9,395

Direct Mail Total:

18,166

Area 12 Haverhill and East Haverhill / Bradford, MA



Area A Haverhill East / Bradford

E. Haverhill: 01830 - Direct Mail: 7,445

Bradford: 01835 - Direct Mail: 2,958

Area Total: 10,403

Area B Haverhill West

W. Haverhill: 01832 - Direct Mail: 7,161

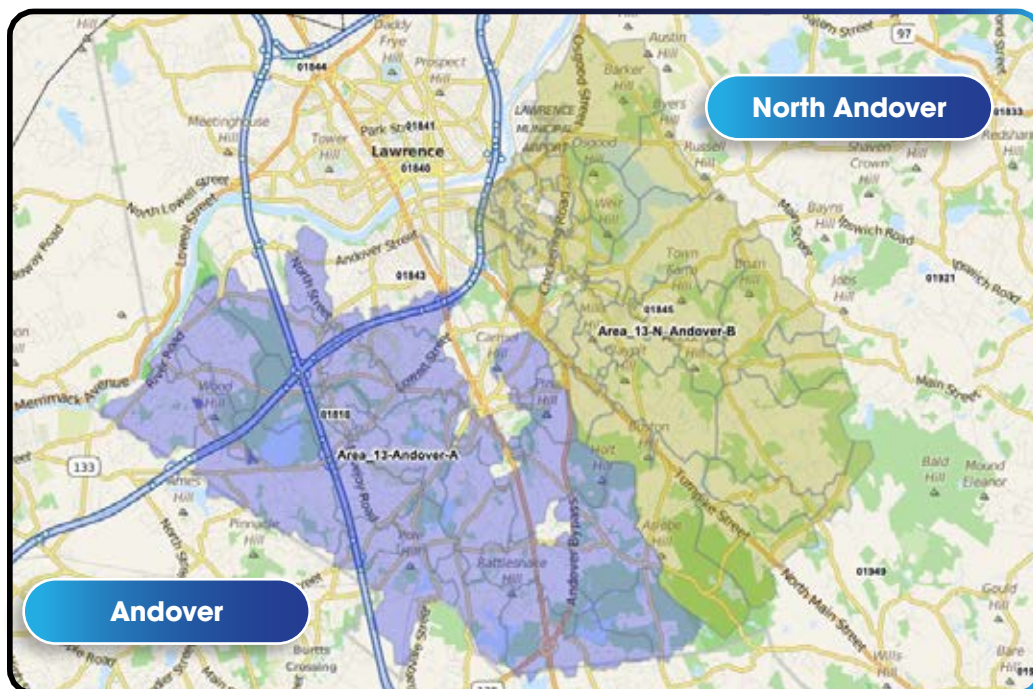
Bradford: 01835 - Direct Mail: 2,957

Area Total: 10,118

Direct Mail Total:

20,521

Area 13 Andover and North Andover, MA



Area A Andover
Andover: 01810
Area Total: 10,397

Area B North Andover
N. Andover: 01845
Area Total: 10,830

Total Direct Mail
21,227

Area 14 Reading / North Reading and Tewksbury, MA



Area A Tewksbury
Tewksbury: 01876
Area Total: 11,238

Area B North Reading / Reading
N. Reading: 01864 - Direct Mail: 4,318
Reading: 01867 - Direct Mail: 5,489
Area Total: 9,807

Direct Mail Total:
21,045

SPECTRUM COVER ADVERTISING

Front Cover Advertisement with Cover Coupon: \$750

Cover purchase is limited to your logo, tagline, address, website, telephone number, a staff photo as the main photo and up to 4 others photos of your store, products, customer relations or services.

No offers on the cover except for the cover coupon.
Cover is available to purchase every 3 months in any area.

***ONLY AVAILABLE IN COMBINATION WITH AN AD**



MONTHLY CONTEST SPONSORSHIP

Front Cover Exposure & Reader Engagement!

Your business will be featured on the publication's front cover going to approximately 20,000 households.

- **Low Cost, High Impact:** Your logo and brand are showcased on the cover, the most valuable real estate in the publication.
- **Reader Engagement:** With over 500 contest entries every month, readers flip through the pages and actively interact with your brand.
- **Built-In Excitement:** Spectrum's monthly contests are not only fun for readers, they also drive attention to every participating advertiser's message. The "contest hunt" format encourages readers to search through the magazine, resulting in multiple ad views for everyone.

Monthly Contest Sponsorship: \$100 + \$50 Minimum Gift Card

(For exclusive sponsorship) Recommended to reserve in advance

SPECTRUM MONTHLY PUBLICATIONS

Sizzlin' SYMBOL SEARCH

ONE WINNER WILL RECEIVE

ENTER TO WIN A \$50 GIFT CERTIFICATE

FROM **XTREME GRASS** AND **EXTREME GRASS**

4 Orchard View Dr Unit 10 Londonderry, NH 603-551-9185

Find the Winner! Look for this hidden symbol in one ad and write down the name of the business ad and page it's on.

BUSINESS NAME: _____ PAGE: _____

NAME: _____

Make sure to fill out the info & mail to:

ATTN: CONTEST SPECTRUM MARKETING COMPANIES

PO BOX 1000, SUITE 101, MANCHESTER, NH 03102

Expires: May 27th, 2025

CONGRATS KAYLEE!!

SHE WON OVER \$2000 IN CASH AND PRIZES!!

& thank you to all of our readers who participated!

PARTICIPATING

SCOTT'S ROOFING SERVICES Derry, NH	900 Manchester, NH	Game Changer Derry, NH	MOTORSPORT TIRE & AUTO Derry, NH
EXTREME GRASS Manchester, NH	Pets Choice Manchester, NH	Sweet's Manchester, NH	NASHUA SEW & VAC Nashua, NH
XTREME GRASS Manchester, NH	EXTREME GRASS Manchester, NH	XTREME GRASS Manchester, NH	XTREME GRASS Manchester, NH
XTREME GRASS Manchester, NH	XTREME GRASS Manchester, NH	XTREME GRASS Manchester, NH	XTREME GRASS Manchester, NH

Make sure to fill out the info & mail to:

ATTN: CONTEST - SPECTRUM MARKETING COMPANIES, PO BOX 1000, SUITE 101, MANCHESTER, NH 03102

City: _____ State: _____ Zip: _____

Email: _____

Monthly contests get piles of entries every month!

SPECTRUM MONTHLY AD RATES

AD SIZE	1 MONTH	3 MONTH*	6 MONTH*	12 MONTH*	PER ADDITIONAL HOME Min 20,000 Households	AD DESIGN FEE*
1/8 Page	\$600 per month	\$510 per month SAVE 15%	\$440 per month SAVE 20%	\$380 per month SAVE 37%	.09¢	\$99
1/4 Page	\$785 per month	\$690 per month SAVE 12%	\$600 per month SAVE 24%	\$480 per month SAVE 39%	1.1¢	\$159
1/2 Page	\$1,085 per month	\$935 per month SAVE 14%	\$810 per month SAVE 25%	\$690 per month SAVE 36%	1.7¢	\$199
Full Page	\$1,815 per month	\$1,570 per month SAVE 13%	\$1,390 per month SAVE 23%	\$1,175 per month SAVE 35%	2.8¢	\$299
Back Cover	\$2,175 per month	\$1,935 per month SAVE 11%	\$1,630 per month SAVE 25%	\$1,450 per month SAVE 33%	3.3¢	\$299

*Premium Placement Ad Position: Add 15% (if available)
Vertical Ad Placement: Add 15% per month

ALL RATES ARE PER MONTH

* 3-12 month contracts are for consecutive months ONLY and require pre-authorized Credit Card or ACH payment plan.

* If contract is not completed previous ads will be re-billed at the earned rate.

* **Ad copy must be approved 1 week prior to deadline** (Ads will be sent to email address on file)

Sales rep will attempt to visit in person prior to deadline.

If you're unable to approve copy by deadline you give permission for us to run a prior ad.



AD SIZES

All ads in Spectrum Monthly are full color!

Quarter Page Ad ¹⁻²
4.56" x 4.875"

Eighth Page Ad ¹⁻¹
4.56" x 2.29"

**Half Page
Vertical Ad ^{1-4V}**
4.56" x 10"

(Add 15% per month)

Full Page Ad ¹⁻⁸
9.56" x 10"

Half Page Horizontal Ad ¹⁻⁴
4.875" x 9.56"

Scale
1" = 1/2"



SPECTRUM INSERTS

Delivered in the mailbox with Spectrum Monthly!

Your business can take advantage of direct home delivery with a freestanding piece at rates that are much lower than the cost of an individual direct mailing!

Spectrum is delivered to the post office in wrapped bundles, so there is no chance of your insert falling out.

Insert into the full circulation, an entire area or only the area immediately surrounding your business. We'll work with you to design the perfect distribution plan.

TARGET BY: Area or Zip Code(s)

PRE-PRINTED INSERTION RATES

UP TO 4 PAGES	
0 - 10,000	10.5¢ per piece
10,000+	9¢ per piece
20,000+	8¢ per piece

Folding and inserts within inserts are available if desired. Ask us for rates on oversize pieces of more than four pages. Inserting contract rates available!

PRINT & INSERT

SIZE	STOCK	DESIGN FEE	10,000	20,000	50,000	75,000	100,000	150,000	300,000
8.5" x 11"	60# Plain White Text	\$250	0.167¢	0.135¢	0.116¢	0.112¢	0.110¢	0.108¢	0.105¢
8.5" x 11"	80# Gloss Text	\$250	0.157¢	0.125¢	0.106¢	0.101¢	0.099¢	0.097¢	0.095¢
11" x 17" FOLDED	60# Plain White Text	\$350	0.232¢	0.196¢	0.174¢	0.169¢	0.167¢	0.164¢	0.162¢
11" x 14" FLAT	60# Plain White Text	\$350	0.216¢	0.182¢	0.162¢	0.158¢	0.156¢	0.153¢	0.151¢
11" x 17" FOLDED	80# Gloss Text	\$350	0.212¢	0.174¢	0.151¢	0.146¢	0.143¢	0.141¢	0.138¢
11" x 14" FLAT	80# Gloss Text	\$350	0.177¢	0.144¢	0.124¢	0.120¢	0.118¢	0.116¢	0.113¢



SPECTRUM MONTHLY'S DIRECT MAIL CARD

Direct mail delivered separately in the mail box
saving up to 50% over a standard direct mail piece.

Full Color Gloss Mailer - 1 Sided

8.5" x 5" card on 9PT C2S Stock

Minimum 10,000 pieces:

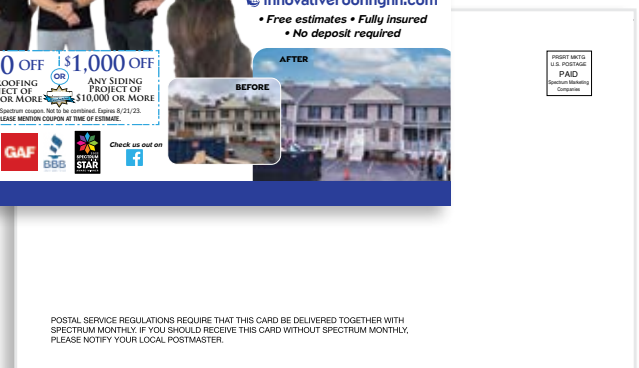
21¢ per piece

25,000+ pieces:

20¢ per piece



Front



Back

Full Color Gloss Mailer - 2 Sided

8.5" x 5" card on 9PT C2S Stock

Minimum 10,000 pieces **24¢ per piece**

25,000+ pieces **22¢ per piece**



Full Color
Front

Full Color
Back

**DIRECT MAIL CARDS MUST BE RESERVED IN ADVANCE DUE TO LIMITED AVAILABILITY
WITH \$100 NON-REFUNDABLE DEPOSIT**

DIRECT MAIL DELIVERS. PERIOD.

Powerful Reasons Local Businesses Trust Spectrum Monthly to Drive Results



1. Direct to the Home = Guaranteed Readership

- Unlike digital ads that get ignored, skipped, or blocked, Spectrum Monthly arrives directly into the hands of homeowners. Every issue is mailed — no guesswork, no digital clutter.

2. High-Impact, Visual Messaging

- Our full-color print format grabs attention and holds it. It stands out on the coffee table — not buried in a browser tab. Print commands focus and delivers messaging with depth.

3. Trusted and Tangible

- Studies consistently show direct mail is one of the most trusted forms of advertising. Tangible materials feel real, credible, and lasting — perfect for building your brand and offer awareness.

4. Long Shelf Life = More Exposure

- Spectrum Monthly sticks around for a full 30 days or more. Its coupons and offers are easily cut out and saved. Your message stays in sight and in mind throughout the month.

5. Measurable and Consistent Results

- Over 90% of our advertisers run in every issue. Why? Because they see results. It's that simple. Consistency + visibility + credibility = new and returning customers.

6. Not All Marketing Is Created Equal

- Compared to digital, where ads can feel intrusive or untrustworthy, direct mail is welcomed. Plus, digital ad fatigue is real — our readers actually look forward to getting their Spectrum Monthly!

**"It sits on the coffee table -
not in the spam folder."**



**Ready to make your marketing
work harder for your business?**

Let's talk about putting the power of
Spectrum Monthly to work for you.

DROP LOCATIONS

Pick up an extra copy of Spectrum Monthly at one of these local drop locations

Week 1

BEDFORD, NH

- Heaven's Gas, 381 Boynton St.
- Mobil Gas, 137 State Rt. 101
- Mobil Gas, 470 State Rt. 101
- Pizza Mia, 460 State Rt. 101

CONCORD, NH

- Freedom Cycles, 110 Manchester St.
- Chamber of Commerce, 49 S. Main St.
- The Post Downtown, 58 N Main Street

DERRY, NH

- Benson Ski & Sport, 6 Martin St.
- The Zoo Health Club, 35 Manchester Rd.
- J & F Farms, 108 Chester Rd.

HUDSON, NH

- Veria Pizza Charcoal & Grill, 87 Lowell Rd.

LONDONDERRY, NH

- Benson Lumber, 20 Orchard View Dr.
- The Workout Club, 24 Orchard View Dr.
- Curves, 4 Orchard View Dr.

MANCHESTER, NH

- Hot Stone Pizzeria, 175 Eddy Rd
- Kelley St. Laundromat, 340 Kelley St.
- Maverick Gas, 15 Willow St.
- Spectrum Signs & Graphics, 97 Eddy Rd.
- Spectrum Marketing Companies, 95 Eddy Rd.

NASHUA, NH

- Nashua House of Pizza, 40 E Hollis St.
- The Mill, 134 Haines Street
- Crash Champions Collision Repair, 561 Amherst Street
- Riverwalk Bakery & Café, 35 Railroad Square
- Maplewood Pizza and Seafood, 25 Merritt Parkway
- Nashua Chamber of Commerce, 60 Main St. #200
- K'Sone's, 493 Amherst St., Ste. F
- Somerset Swim & Fitness, 2 Somerset Parkway

MERRIMACK, NH

- Uncle Joeys, 733 Daniel Webster Highway

PELHAM, NH

- Mammoth Convenience, 205 Mammoth Rd.
- Cousins Convenience Store, 116 Bridge St.

WINDHAM, NH

- Waterhouse Country Store, 18 Mammoth Rd.



The innovative strategies and attention to detail showcased their commitment to driving results. Our business experienced significant growth, thanks to Spectrum's outstanding services. I highly recommend them for anyone seeking top-notch marketing solutions.

Steve



Week 2

HAMPSTEAD, NH

- Don's Market, 219 Main St.
- J & B Butcher, Rt. 11 + 121A

HAVERHILL, MA

- China Buffet, 755 Main St.
- Romano's Pizza, 620 Primrose St.

METHUEN, MA

- Mann Orchard, 27 Pleasant Valley
- N.E. Seafood, 225 Merrimack St.
- Piro's Bakery, Merrimack St.
- Plaza Azteca, 552 Broadway

PLAISTOW, NH

- Firestone, 29 Garden Drive

READING, MA

- Doyons, 172 Main St.
- Harrow's Chicken Pies, 126 Main St.

SALEM, NH

- Aleska Auto, 500 S. Broadway
- The Workout Club, 16 Pelham Rd.
- Atwood Jewelers, 240 N Broadway

TEWKSBURY, MA

- Harrow's Chicken Pies, 343 Main St.
- J & B Butcher, 1155 Main St.

WILMINGTON, MA

- Elia's Country Store, 381 Middlesex Ave.
- Firestone, 496 Main St.

NORTH ANDOVER, MA

- Jimmy's Famous Pizza/The Cork Stop, 1593 Osgood Rd.



We Are Local.

Powerful Local Advertising Solutions

LOCAL PUBLICATIONS

DIRECT MAIL

CREATIVE

PRINTING

SIGNS

Publishers of Spectrum Monthly since 1991



SPECTRUM
MONTHLY PUBLICATIONS

Toll Free **855.956.5161** | Local **603.627.0042**

95 Eddy Road, Suite 101 Manchester, NH 03102

spectrummonthly.com/advertise

