

Notes:



Penobscot Bay Press

Community Information Services

info@pbp.me

penobscotbaypress.com

ADVERTISING RATE CARD 2016

Effective January 29, 2015

 Castine Patriot

Island  Ad-Vantages

 THE WEEKLY
PACKET

CONTACT US:

Leslie Rice

Stonington Office • 207-367-2200

Blue Hill Office • 207-374-2341

Available Thursday & Fridays by Appointment

leslier@pbp.me

Regulations and Terms

Advertisers and agencies assume liability for all content of advertising printed and responsibility for any claims from such advertising. Publisher's liability for error is limited to rerunning that portion of ad in error if notified of error within 5 days of publication. Cancellation of discount contract assumes liability for discount earned. Invoiced monthly, payment upon invoice. Interest charged at 1.5% per month on all accounts 30 days or more past due, \$1 minimum interest charge. Payments made are applied to oldest balance at publisher's discretion. A returned check fee of \$25 will be charged. All current credit policies are applicable. VISA, Discover, American Express and MasterCard are accepted. An advertisement may be canceled no later than 1 p.m. on Tuesday of the week of its scheduled publication. All political advertising must be prepaid and sourced for publication. All advertising is accepted subject to approval by the publisher. These newspapers reserve the right to refuse or cancel any advertisement at any time. All contracts, written and verbal, can be canceled for nonpayment of account.

Print Display Advertising						
Basic 2" Ad		1 col.x 2" or 2 col. X 1"		\$15/inch		Notes
Frequency	Subtotal	Discount	Price w/ Discount	Cost/week/paper		For all applicable frequency discounted rates over 12x (3 months) a signed contract is required. Speak with your sales representative. Color per ad, per paper: Spot \$75, Process \$145
Anything less than 3 months	\$30	N/A	N/A	\$30		
12x = 3 months	\$360	20%	\$288	\$24		
24x = 6 months	\$720	25%	\$540	\$22.50		
51x = 1 year	\$1,530	35%	\$994.50	\$19.50		
153x = 1 year, 3 papers	\$4,590	40%	\$2,754	\$18		
All Other Ad Sizes		Minimum Size 1 col. x 3"		\$12.75/inch		Notes
Sample pricing for 1 col. x 3"	Subtotal	Discount	Price w/ Discount	Cost/week/paper		The 1x base, non-contracted rate is \$15/inch For all applicable frequency discounted rates over 3x a signed contract is required. Speak with your sales representative. New accounts pay in advance until credit is approved Color per ad, per paper: Spot \$75, Process \$145 Full Inch Increments only
3x = min. frequency, 3 instances	\$114.75	N/A	\$114.75	\$38.25		
12x = 3 months	\$459.00	12%	\$403.92	\$33.66		
18x = "seasonal ads"	\$688.50	18%	\$564.57	\$31.37		
51x = 1 year	\$1,950.75	25%	\$1,463.06	\$28.69		
102x = 1 year, 2 papers	\$3,901.50	30%	\$2,731.05	\$26.78		
153x = 1 year, 3 papers	\$5,852.25	35%	\$3,803.96	\$24.86		
Sample pricing for 2 col. x 3"	Subtotal	Discount	Price w/ Discount	Cost/week/paper		
3x = min. frequency, 3 instances	\$229.50	N/A	\$229.50	\$76.50		
12x = 3 months	\$918.00	12%	\$807.84	\$67.32		
18x = "seasonal ads"	\$1,377	18%	\$1,129.14	\$62.73		
51x = 1 year	\$3,901.50	25%	\$2,926.13	\$57.38		
102x = 1 year, 2 papers	\$7,803	30%	\$5,462.10	\$53.55		
153x = 1 year, 3 papers	\$11,704.50	35%	\$7,607.93	\$49.73		
Sample pricing for 2 col. X 7" (¼ page ad)	Subtotal	Discount	Price w/ Discount	Cost/week/paper		
3x = min. frequency, 3 instances	\$535.50	N/A	\$535.50	\$178.50		
12x = 3 months	\$2,142	12%	\$1,884.96	\$157.08		
18x = "seasonal ads"	\$3,213	18%	\$2,634.66	\$146.37		
51x = 1 year	\$9,103.50	25%	\$6,827.63	\$133.88		
102x = 1 year, 2 papers	\$18,207	30%	\$12,744.90	\$124.95		
153x = 1 year, 3 papers	\$27,310.50	35%	\$17,751.83	\$116.03		

Print Premium Placement					
	Percentage Increase	Price per inch	Spot Color	Process Color	Notes
Special Placement	20% above cost	\$15.30	\$75	\$145	Space is limited. First come, first served. Same frequency discounts apply
Front Page Advertising					
\$19/inch (50% above cost)		Color included		Set size: 2 col. X 3"	
Frequency	Subtotal	Discount	Price w/ Discount	Cost/week	Savings
< 3x	\$114	N/A	N/A	\$114	N/A
3x	\$342	10%	\$307.80	\$102.60	-\$34.20
18x = "seasonal ads"	\$2,052	18%	\$1,682.64	\$93.48	-\$369.36
51x = 1 year	\$5,814	25%	\$4,360.50	\$85.50	-\$1,453.50
102x = 1 year, 2 papers	\$11,628	30%	\$8,139.60	\$79.80	-\$3,488.40
153x = 1 year, 3 papers	\$17,442	35%	\$11,337.30	\$74.10	-\$6,104.70
Other Advertising Options					
Inserts			Coming Events Advertising		
Deadline 1 p.m. Monday, one week prior to publication date. Customers are responsible for delivering or mailing inserts to printer -The Ellsworth American, 1 Printing House Lane, Ellsworth, Maine 04605, 3 days prior to insertion.			1st come, 1st placed. Limit of 2/wk. Reserve space 1 week prior to Tuesday 1 p.m. deadline.		
Terms			Ad Type	Ad Size	Price
1. (Agency and prepaid discounts not applicable.) By postal regulations, all inserts must be preprinted, pre-folded to fit inside our quarter-folded tabloid newspaper - 8-1/2" x 11" 2. Prices are for full press run. Add 2¢ per piece for partial run 3. Minimum 800 insertions. 4. Limit 1 partial insert per week. 5. First come, first served. Distribution week needs to be reserved. 6. No applicable discounts, frequency or prepay Limited number of inserts per week.			Block Ad	2 col. x 4"	\$230 pre-paid \$240 billed
			Funeral Home Advertising		
			Placed on Remembrance page(s).Deadline for copy changes, Tuesday 1 p.m. Limit 4 spaces, rotates in one location for duration of contract		
			Duration	Cost Billed/week	Cost pre-paid/week
			12x = 3 months	\$124	\$120
Size	Cost	24x = 6 months	\$104	\$100	
1-8 pages (tabloid size)	10¢ each piece	51x = 1 year	\$84	\$69	
8+ pages	11¢ each piece	Print ad	Set size: 2 col. x 2"		
Folding Charge	5¢ each piece	Web Ad	Skyscraper ad on Remembrances webpage		

Ad Deadline Tuesday 1 PM **Cost is per paper**
7% pre-pay discount available if payment made in full at time of order

Proof Ad Policy and Timeline

Customer satisfaction with the advertising for the print and electronic products produced by Penobscot Bay Press is the prime goal for both our sales and graphics departments. To help us meet this goal, we need to have advertising orders flow into our various product production cycles in a timely manner. Please note that all normal graphic work for advertising design and make-up is included in the cost of the ad.

Proof Deadline: Monday 1 PM. As part of this service Penobscot Bay Press provides, upon special request, free proof ads for customer review. In the case of the weekly newspaper and web production flows, **this service can only be provided to customers who meet the initial 1 p.m. Monday order placement deadline. Making changes is free if customers communicate their changes as soon as possible and no later than 4 p.m. Monday. Changes received after 4 p.m. will be charged at \$8. Further changes will be charged at \$20 each cycle.**

Once a proof ad has been approved by the Advertiser, either verbally or in writing, Penobscot Bay Press does not accept fault for the ad printing with an approved error. There will be no charge for mistakes made by Penobscot Bay Press. **Except to fix any mistakes made by Penobscot Bay Press, there will be no changes accepted after the 1 p.m. Tuesday final deadline.**

Web Ads			
Block Ad	250 x 250 pixels (jpg, gif or png)	1 week @ \$22.50	Notes
Rotates on high visibility on 6 landing pages, but less trafficked pages			
Frequency	Cost/week	Total Cost	Run a Print ad more frequently and get a Web ad discount (see More Discounts on previous page). Ad Rotation: Each web page has a set number of ad spaces. Every time the page is loaded (or reloaded) a different ad is pulled from the pool of ads and displayed on the page, allowing all the ads of that type to rotate evenly throughout all the relevant pages The total number of ads for each type is limited to ensure equal placement for all advertisers. Limit 5 ads per space. First come, first served. No pre-pay discounts available, only frequency discounts with print ad placement
3 weeks	\$15	\$45	
12 weeks	\$9	\$108	
26 weeks	\$6.75	\$175.50	
52 weeks	\$4.50	\$234	
Leaderboard Ad	728 x 90 pixels (jpg, gif or png)	1 week @ \$25	
On the webcam pages only, the highest trafficked pages at penobscotbaypress.com			
Frequency	Cost/week	Total Cost	
3 weeks	\$16.67	\$50	
12 weeks	\$10	\$120	
26 weeks	\$7.50	\$195	
52 weeks	\$5	\$260	
Skyscraper Ad	240 x 600 pixels (jpg, gif or png)	1 week @ \$38	
Rotates on 4 premier locations: 2 webcams, calendar and classifieds pages, highest visibility and traffic			
Frequency	Cost/week	Total Cost	
3 weeks	\$30	\$90	
12 weeks	\$24	\$288	
26 weeks	\$18	\$468	
52 weeks	\$12	\$624	