

# Newspaper Display Advertising

Reach readers in our three print newspapers covering ten towns:

*Castine Patriot, Island Ad-Vantages and The Weekly Packet.*

Effective June 15, 2017. Deadline for weekly advertising is 1 p.m. Tuesday for Thursday publication.

The more you advertise,  
the more you save!

OPEN RATE	<b>\$15/inch per week</b>	(non contract)
3X	<b>\$12<sup>75</sup>/inch per week</b>	
12X	<b>Save 12%</b>	Frequency discounts begin here!
18X	<b>Save 18%</b>	For the busy season!
51X	<b>Save 25%</b>	Advertise all year long!
102X	<b>Save 30%</b>	One year, 2 newspapers!
153X	<b>Save 35%</b> <b>BEST VALUE!</b>	3 newspapers, all year long!

All prices per ad, per paper unless otherwise noted.  
Minimum size 3 column inches.  
Full inch increments only.

## Sample Ad Sizes

**Full Page**  
4 col. (10") by 15" = 60 column inches  
**\$900/week**  
OPEN RATE

**1/10 Page**  
2 col. (4.937") by 3"  
**\$90/week**  
OPEN RATE

**1/4 Page**  
3 col. (7.469") by 5"  
**\$225/week**  
OPEN RATE

**1/20 Page**  
1 col. (2.406") by 3"  
**\$45/week**  
OPEN RATE

**Give your ad  
EXTRA IMPACT  
with COLOR!**  
**\$145** for full color  
**\$75** for single color  
Prices per paper.

### Business Card Ad - 1 col. (2.406") by 2"

OPEN RATE	<b>\$30/week</b>	(non contract)
12X	<b>\$24/week</b>	
24X	<b>\$22<sup>50</sup>/week</b>	For the busy season!
51X	<b>\$19<sup>50</sup>/week</b>	Advertise all year long!
153X	<b>\$18/week</b> <b>BEST VALUE!</b>	3 newspapers, all year long!

**Prepay discount of 7% available for run of ads.**

Ad design is always free, with professional composition included in the price.

We reserve the right to set the specific schedule for proof ads or additional rush charges.

# Newspaper Front Page, Coming Events & Sports Advertising

## Front Page Ads - 3 col. (7.37") by 3"

Optimize your exposure with prime placement on the front page of our newspapers.

**\$224/week** 1X    **\$201/week** 3X    **\$198/week** 12X    Add **\$99/week** FULL COLOR

Deadline for front page advertising is 1 p.m. Tuesday for Thursday publication. Placed on a first come, first served basis with only one spot available per week in each of the 3 newspapers.



## Coming Events Ads - 2 col. (4.937") by 4"

Advertise your event on our popular Coming Events page in all three newspapers!

**\$240/week**

Deadline for Coming Events advertising is 1 p.m. Tuesday for Thursday publication. Limited to 2 per week. Color, as available, is an additional \$145 per paper.

## Sports Season Ads

Sponsoring school sports coverage in local newspapers encourages a sense of community and support for our schools and students. Show your support for the George Stevens Academy Eagles, Deer Isle-Stonington Mariners, and Maine Maritime Academy teams. Coverage of Fall, Winter, and Spring sports seasons.

Sponsor online pages for \$15/week with commitment for a full season.

## Sample Sports Ad Sizes

Get the best rates with 3-season ads!

1 col. (2.406") by 3"  
**Includes FULL COLOR!**  
**\$55/week**  
3 SEASON

1 col. (2.406") by 1"  
**\$22/week**  
3 SEASON

1 col. (2.406") by 2"  
**\$45/week** COLOR  
3 SEASON  
**\$30/week** B&W  
3 SEASON

1 and 2 season rates available on request.  
Sample ads shown at 78% of actual size for comparison