

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	\$15/inch per week	(non contract)
3X	\$12⁷⁵/inch per week	
12X	Save 12%	Frequency discounts begin here!
18X	Save 18%	For the busy season!
51X	Save 25%	Advertise all year long!
102X	Save 30%	One year, 2 newspapers!
153X	Save 35%	3 newspapers, all year long!
	BEST VALUE!	

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

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

OPEN RATE	\$30/week	(non contract)
12X	\$24/week	
24X	\$22⁵⁰/week	For the busy season!
51X	\$19⁵⁰/week	Advertise all year long!
153X	\$18/week	3 newspapers, all year long!
	BEST VALUE!	

Give your ad
EXTRA IMPACT
with **COLOR!**

\$145 for full color
\$75 for single color
Prices per paper.

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.



2017 Media Kit

207-367-2200 • 207-374-2341
ads@pbp.me • penobscotbaypress.com

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!
\$62/week
3 SEASON

1 col. (2.406") by 1"
\$24/week
3 SEASON

1 col. (2.406") by 2"
\$47/week COLOR
3 SEASON
\$32/week B&W
3 SEASON

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



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