

Newspaper Display Advertising

Reach readers in our three print newspapers covering ten towns:

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

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% BEST VALUE! | 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

| | |
|---|---|
| <p>Full Page 4 col. (10") by 15" = 60 column inches</p> <p>\$900/week OPEN RATE</p> | |
| <p>1/10 Page 2 col. (4.937") by 3"</p> <p>\$90/week OPEN RATE</p> | <p>1/4 Page 3 col. (7.469") by 5"</p> <p>\$225/week OPEN RATE</p> |
| | <p>1/20 Page 1 col. (2.406") by 3"</p> <p>\$45/week OPEN RATE</p> |

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

\$149 for full color

\$75 for single color

Prices per paper.

Minimum color ad size is 1/10 page.

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 BEST VALUE! | 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.



Media Kit

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

Newspaper Front Page Ads, Coming Events Ads & Inserts

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 **\$130/paper/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 available for \$445.

Inserts - 8.5"x11" or 11"x17" folded

10¢/each, 1-8 pages

11¢/each, 9+ pages

5¢/each, Folding charge

(Prices are for full press run)

Full/partial press runs available.

Full press run- all papers printed, in-county, in-state and out of state.

Partial press run- in-county, in-state, out of state or specific papers available.

Add additional 2¢/each for partial run.

Minimum 800 inserts.

Deadline for scheduling inserts is 1 p.m. Monday one week prior to publication date.

Limited availability. First come, first served. Limited number of inserts each week.

All inserts must be pre-printed and delivered to the printer 3 days prior to insertion.

(Ellsworth American, 1 Printing House Lane, Ellsworth, Maine 04605)



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Sports Season Advertising

Reach sports fans in our award winning sports section in:
Island Ad-Vantages and The Weekly Packet.

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.

**AWARDED
 FIRST PLACE
 SPORTS SECTION**
 by the Maine Press
 Association

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"
\$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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Phone: 374-2341
www.pbp.me

SPORTS

Island Ad-Vantages and The Weekly Packet
penobscotbaypress.com

DEER ISLE — Deer Isle-Stonington High School principal Ed Hatch has been pulling double duty since joining the school's administration in July. In addition to his principal duties, Hatch is also the athletic director for the middle school and high school teams.

Hatch's job is familiar territory for him, though, as he has been both assistant principal and athletic director at Buckport High School. Coming to a smaller school with fewer teams to manage, Hatch said there have been both similarities and differences during the transition.

"On the high school level, the [Maine Principals Association] deadlines are the same no matter how many teams the school has," said Hatch. "You still have to have your rosters, schedules and other materials in by a certain time."

One of the main differences, particularly with the fall sports programs, has been the number of coaches Hatch communicates with. At Buckport, he said, he was dealing with almost 20 coaches, while at DISH that number is down to three, with two soccer coaches and a cross-country running coach.

"Just the football program alone had 10 coaches [at Buckport], and then there's golf, volleyball. It's a little smaller here," he said.

Hatch said one of his main priorities this season is creating communication with parents and community members to help bring in additional volunteers. With soccer fields to maintain and a snack shack to run, volunteers are an "integral part" of making the season run smoothly.

"We don't have the resources that other schools do to keep our fields in shape throughout the season," he said. "But I know there are tons of people in the community who would help out. Part of what we need to do now is get the word out."

Deer Isle-Stonington athletic director Ed Hatch runs the scoreboard during a home soccer game.

George Stevens Academy Eagles strong against Ellsworth

Senior Taylor Schilderh fights to control the field as the George Stevens boys' volleyball soccer team battles to a 1-1 tie on September 11 with Ellsworth. The next day, in a varsity girls' match, GSA came out on top with a 2-0 win. Story on page 10.

Maine Maritime plays in 45th Admiral's Cup

Homecoming Saturday, September 16

It also means juggling, with a portion of Pleasant Street closed off for the party, and celebrating homecoming weekend for Maine Maritime.

The Mariners, an NCAAA Division III team, play in the New England Conference league and while their record is not stellar—they went 1-9 in 2016—their most recent win was this time last year to win the Admiral's Cup and bragging rights, 42-35, over Mass. Maritime.

The Mariners opened the season against SUNY Maritime September 2, in Thoroggs Neck, New York, and lost 50-23 in a non-conference game, highlighted by a 62-yard touchdown reception by freshman Mason Kaermer of Portland.

Games close to home

Girls soccer

DISHS: Sep. 15, home v. Searport, 4 p.m.
 Sep. 16, Searport, 2 p.m.
 GSA: Sep. 14, MEH, 6 p.m.
 Sep. 20, home v. Chono, 4 p.m.
 MMA: Sep. 16, home v. Colby-Sawyer, 4 p.m.
 (1-0) Sep. 19, home v. Thomas College, 6:30 p.m.

Boys soccer

DISHS: Sep. 16, Searport, 12 p.m.
 Sep. 21, home v. Searport, 4 p.m.
 GSA: Sep. 14, home v. Buckport, 4 p.m.
 Sep. 21, home v. Chono, 4 p.m.
 MMA: Sep. 16, home v. Colby-Sawyer, 4 p.m.

The Maine Maritime Academy Mariners will defend the Admiral's Cup at a homecoming game on Saturday, September 16. Above, Jordan Suti (18) of South Portland leads a play in the season opener against SUNY Maritime.