

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	\$12^{.75}/inch per week	
12X	Save 12%	Frequency discounts begin here!
24X	Save 20%	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

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!**

\$75 for full color

Prices per paper.

Minimum color ad size is 1/20 page.

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

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

All prices per ad, per paper unless otherwise noted.

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.

\$299/week
1X

\$275/week
3X

\$270/week
12X

Full color included in the price.

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!

\$320/week

Deadline for Coming Events advertising is 1 p.m. Tuesday for Thursday publication. Limited to 2 per week.

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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