

# 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	<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!
24X	<b>Save 20%</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!**

**\$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<sup>.50</sup>/week** For the busy season!

51X **\$19<sup>.50</sup>/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

207-374-2341 • 207-542-3404  
ads@pbp.me • penobscotbaypress.com

# Newspaper Front Page Ads, Coming Events Ads & Inserts

## Front Page Ads - 3 col. (7.469") 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 - Inserts greater than 8.5" high by 11.5" wide will need to be 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 Thursday 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 by noon 6 days prior to insertion. (*Lincoln County Publishing Company*, 116 Mills Rd, Newcastle, ME 04553)



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