

# Newspaper Display Advertising

**Rates effective January 1, 2023.**

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!**

Regular Rate	\$16/column inch	SAVINGS	SOME OPTIONS
3 time rate	\$13.50/column inch	More than 15% savings!	One week in all three newspapers or three weeks in one newspaper.
12 time rate	\$12/column inch	25% savings!	Once a month in one newspaper, four weeks in all three newspapers, 12 weeks in one newspaper.
24 time rate	\$10.75/column inch	More than 30% savings!	For the busy season!
51 time rate	\$10/column inch	More than 35% savings!	Advertise all year long!
102 time rate	\$9.50/column inch	More than 40% savings!	One year, two newspapers!
153 time rate	\$8.75/column inch	More than 45% savings!	Three newspapers, all year long!

**All prices per newspaper, per week** unless otherwise noted. Minimum size two column inches. Full inch increments only. Maximum height is 15 inches. To receive discounted rates, must place agreed upon number of ads within a 12 month period. Each newspaper and each week counts as one ad.

1 column = 2.406" wide, 2 column = 4.937" wide, 3 column = 7.469" wide, 4 column = 10" wide

**Give your ad EXTRA IMPACT with COLOR or special placement!**

<b>Full color</b>	<b>\$75</b>	Run your ad with process color.
<b>Special placement - black &amp; white ad</b>	<b>20% of ad cost</b>	Guaranteed placement on a specific page.
<b>Special placement - color ad</b>	<b>\$100</b>	Place your color ad on a specific page.

Minimum color ad size is three column inches. Color ad fees, including the special placement fee for color ads, are charged per newspaper, per week. Advertising and process color are not available on all pages. Color and special placement charges are in addition to the regular cost of the ad.

**Prepay discount of 7% available if payment is received when ad order is placed.**

Ads that are not prepaid will be billed monthly with payment due within 30 days.

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.

All political advertising must be prepaid and sourced for publication.

# Front Page, Coming Events Page, and Remembrance Page Ads

Rates effective January 1, 2023.

## FRONT PAGE ADS - 3 col. (7.469") wide by 3" tall

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

**\$319** per newspaper per week **\$293** per newspaper per week **\$288** per newspaper per week  
**Regular rate** **3 time discount** **12 time discount**

**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 three newspapers.



## COMING EVENTS ADS - 2 col. wide (4.937") by 4" tall

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

**\$341** per week  
**Regular rate**

**\$313/week**  
**3 time discount**

**\$308/week**  
**12 time discount**

**Run in all three newspapers for one price.**

Deadline for Coming Events advertising is 1 p.m. Tuesday for Thursday publication. Limited to two per week. Color not available for Coming Events ads.

## REMEMBRANCE PAGE AD - 2 col. (3.925") wide by 4" tall

For death care businesses, including funeral homes, crematories, and monument companies. Advertise on our Remembrances page in all three newspapers.

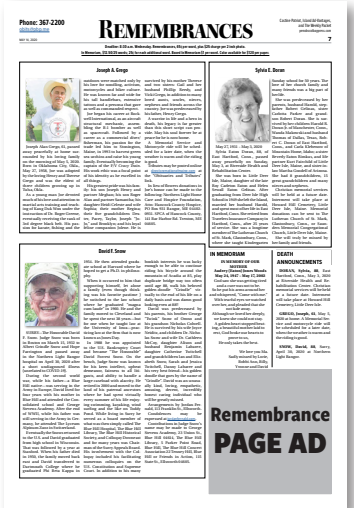
**\$256** per week  
**Regular rate**

**\$236** per week  
**3 time discount**

**\$231** per week  
**12 time discount**

**Run in all three newspapers for one price.**

Deadline for Remembrances advertising is 1 p.m. Tuesday for Thursday publication. Space is limited. Color not available for Remembrances ads.



**Prepay discount of 7% available if payment is received when ad order is placed.**

Ads that are not prepaid will be billed monthly with payment due within 30 days. 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. To receive discounted rates, must place agreed upon number of ads within a 12 month period.