

# ADVERTISING/MEDIA KIT – PRINT

Boothbay  Register.

Wiscasset  Newspaper



Your **local** media partners.  
**Colorful** *just like our communities.*

97 Townsend Avenue, Boothbay Harbor, Maine 04538-0357

[boothbayregister.com](http://boothbayregister.com) • [wiscassetnewspaper.com](http://wiscassetnewspaper.com) • 207.633.4620

# Print Advertising Rates

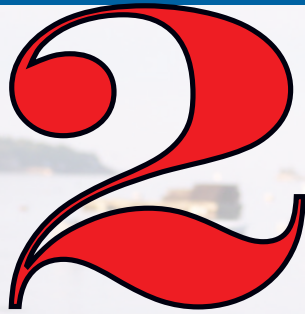
Effective April 1, 2017

## Weekly Publication Date:

- Boothbay Register/Wiscasset Newspaper: *Thursday*
- Combo buys available

## Advertising Deadline: Monday 4PM

- May vary due to holidays



## Our Market Area

Ad Insertion in 2 Newspapers

# NEWSPAPERS

Boothbay Register & Wiscasset Newspaper

**\$11.50**

per column inch

**Includes Color!**

Alna  
Bath  
Boothbay  
Boothbay Harbor  
Damariscotta

Dresden  
East Boothbay  
Edgecomb  
Newcastle  
Southport

Trevett  
West Boothbay Harbor  
Wiscasset  
Woolwich

## Combo Ads

1 Ad Rep • 1 Bill • 20% Discount (*LCN or Mid Coast Combo only*)



**Lincoln County  
Combo \$16.20\***  
per column inch

Ad Insertion in 3 Newspapers  
**Boothbay Register,  
Wiscasset Newspaper,  
Lincoln County News**  
*Additional towns covered*

Bristol  
Jefferson  
Nobleboro  
South Bristo  
Waldoboro  
Westport  
Whitefield



**Mid-Coast  
Combo \$31.16\***  
per column inch\*

Ad Insertion in 4 Newspapers  
**Boothbay Register,  
Wiscasset Newspaper,  
Lincoln County News, Times Record**  
*Additional towns covered*

Arrowsic  
Bailey Island  
Bowdoin  
Bowdoinham  
Bremen  
Brunswick  
Durham  
Five Islands  
Freeport  
Georgetown  
Harpswell  
Lisbon  
Lisbon Center  
Lisbon Falls  
Orr's Island  
Phippsburg  
Pownal  
Richmond  
Small Point  
Topsham  
West Point

\*Additional color fees apply from our combo partners

1/8 Page		1/4 Page		1/2 Page ( <i>discounted 15%</i> )		Full Page ( <i>discounted 20%</i> )	
<b>\$11.50 per column inch</b>		<b>\$11.50 per column inch</b>		<b>\$9.80 per column inch</b>		<b>\$9.20 per column inch</b>	
18 col. inches		36 col. inches		73.5 col. inches		147 col. inches	
BB Reg/Wisc	\$207.00	BB Reg/Wisc	\$414.00	BB Reg/Wisc	\$720.30	BB Reg/Wisc	\$1352.40
LCN Combo	\$291.60	LCN Combo	\$583.20	LCN Combo	\$1190.70	LCN Combo	\$2381.40
Midcoast Combo	\$560.88	Midcoast Combo	\$1121.76	Midcoast Combo	\$2290.26	Midcoast Combo	\$4580.52

### Multi-week contract Discount Rate (*Boothbay/Wiscasset Papers only\*\**):

- 5% Discount on 8-20 week contract
- 10% Discount on 21-33 week contract
- 15% Discount on 34-46 week contract
- 20% Discount on 47-52 week contract

\*\* Multi-week Discounts cannot be used with Combo ads

### Placement Options:

- Back Page: Add \$2.50 per column inch
- Demand Location: Add \$1.25 per column inch
- Half Page Discounted: 15%
- Full Page Discounted: 20%

# SAMPLE ROP AD SIZES & RATES

**1x2**  
**2.06"x2"**

BR/WN	<b>\$23.00</b>
BR/WN/LCN	<b>\$32.40</b>
BR/WN/LCN/TR	<b>\$62.32</b>

**2x2**  
**4.25"x2"**

BR/WN	<b>\$46.00</b>
BR/WN/LCN	<b>\$64.80*</b>
BR/WN/LCN/TR	<b>\$124.64*</b>

**1x4**  
**2.06"x4"**

BR/WN	<b>\$46.00</b>
BR/WN/LCN	<b>\$64.80*</b>
BR/WN/LCN/TR	<b>\$124.64*</b>

**2x4**  
**4.25"x4"**

BR/WN	<b>\$92.00</b>
BR/WN/LCN	<b>\$129.60*</b>
BR/WN/LCN/TR	<b>\$249.28*</b>



MECHANICAL AD REQUIREMENTS ~ (width in inches)				
Columns	Boothbay/Wiscasset		LCN	
Width	ROP	Classified	ROP	Classified
1	2.06"	1.75	2.06"	2.06"
2	4.25"	3.67"	4.25"	4.25"
3	6.44"	5.59"	6.44"	6.44"
4	8.63"	7.51"	8.63"	8.63"
5	10.81"	9.43"	10.81"	10.81"
6	13"	11.35	13"	13"
7	15.19"	13.27"	15.19"	15.19"
8	N/A	15.19"	N/A	N/A

**Notes:**

- We copyright all artwork originating with our newspapers.
- We cannot guarantee the reproductive quality of ads not produced in-house.

97 Townsend Avenue, Boothbay Harbor, Maine 04538-0357

**boothbayregister.com • wiscassetnewspaper.com • 207.633.4620**

### 1x1 CD

1.75w" x 1h"

BR/WN \$11.50  
LCN Combo \$16.20

### 2x1 CD

3.67w" x 1h"

BR/WN \$23.00  
LCN Combo \$32.40

### 1x1.5 CD

1.75w" x 1.5h"

BR/WN \$17.25  
LCN Combo \$24.30

### 2x1.5 CD

3.67w" x 1.5h"

BR/WN \$34.50  
LCN Combo \$48.60  
MC Combo \$93.48

### 1x2 CD

1.75w" x 2h"

BR/WN \$23.00  
LCN Combo \$32.40  
MC Combo \$62.32

### 2x2 CD

3.67w" x 2h"

BR/WN \$46.00  
LCN Combo \$64.80  
MC Combo \$124.64

## CLASSIFIED SAMPLE SIZES & RATES

### 1x2.5 CD

1.75w" x 2.5h"

BR/WN \$28.75  
LCN Combo \$40.50  
MC Combo \$77.90

### 2x2.5 CD

3.67w" x 2.5h"

BR/WN \$57.50  
LCN Combo \$81.00  
MC Combo \$155.80

CLASSIFIED LINE AD

CLASSIFIED DISPLAY AD

#### Computers

**Need Help Learning** to use Computers Setting it up, using e-mail, social media, the Web, or Programs? Call Jean Conte 207-633-4177

#### J & A

##### PROPERTY MAINTENANCE

Landscaping • Caretaking • Home Repair • Painting  
Tree/Brush Removal • Plowing/Snow Removal

**350-2495**

#### Nautical

**Boat Dock + Moorings** 2017 Season Availability: 40' Dock Space, (3) Moorings. Inquiries: (207) 315-6116

#### CD COLOR DISPLAY AD



**Spring/Fall Clean Ups**  
Tree Work • Caretaking  
Pressure Washing  
Mulching & Odd jobs  
Insured  
**207-380-4321**

## CLASSIFIED AD PRICES IN BOOTHBAY WISCASSET NEWSPAPERS

### REGULAR LINE AD

\$8.00 (4 lines or less)  
\$1.00 (for each line over 4)  
20% Discount if repeat ad:  
(same ad with no changes or interruption).

### INSERTION RATE

\$ 70.00

PER

THOUSAND

CALL

**633-4620**

FOR QUOTE



Boothbay Register.

Wiscasset Newspaper

Sales Representatives:

**Sarah Morley**

Cell

207-844-4630

Office

207-633-4620 ext. 113

email

sarahmorley@boothbayregister.com

**Kathy Frizzell**

Cell

207-844-4631

Office

207-633-4620 ext. 107

email

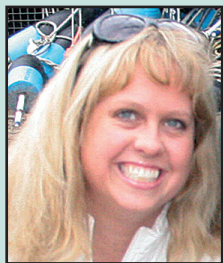
kathyfrizzell@boothbayregister.com

In addition to our award winning **SUMMERTIME** guide, we offer a number of special publications throughout the year, which appear in both print and online.



**...It's just one special event after another here!**

*Thanks to a busy community where there's always something going on, even in the off-season:*



Sarah Morley  
Ad Sales  
207.844.4630



Kathy Frizzell  
Ad Sales  
207.844.4631



Dave Parkhurst  
Community Engagement  
207.844.4628

Boothbay Register.  
Wiscasset Newspaper



*We're not just your local media news source.  
We can help you with all of your  
promotional and marketing needs*