

NEWSPAPER RATES

	MUNICIPAL or 50 week min.	NON-PROFIT or 26 week min.	12 week min.	OPEN RATE one-time	AD ARTWORK SIZE
PER INCH RATE	\$7.50	\$8.50	\$9.50	\$10.50	
1/32 page (2 inches) (1 col x 2" or 2 col x 1")	\$15/week	\$17/week	\$19/week	\$21/week	2"w x 2"h or 3.95"w x 1"h
1/16 page (bus. card) (1 col x 4" or 2 col x 2")	\$30/week	\$34/week	\$38/week	\$42/week	2"w x 4"h or 4"w x 2"h
1/8 page (1 col x 8", 2 col x 4" or 3 col x 2.675")	\$60/week	\$68/week	\$76/week	\$84/week	2"w x 8"h, 4"w x 4"h or 6"w x 2.675"h
1/4 page (2 col x 9", 3 col x 6", 4 col x 4.5 or 5 col x 3.5")	\$135/week	\$153/week	\$171/week	\$189/week	4"w x 9"h, 6"w x 6"h or 8"w x 4.5"h

Ad sizes shown above are samples. ROP COLUMN SIZES: 1 col. = 2", 2 col. = 4", 3 col. = 6", 4 col. = 8", 5 col. = 10.125"

COLOR	add \$50/week to ads 1/4 page or smaller, add \$100/week to ads larger than 1/4 page
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SPECIAL FLAT RATES

Full page (5 column, 10.125" x 15")	\$375/week	\$450/week	\$525/week	\$600/week	10.125"w x 15"h
1/2 page (5 col x 7.5" or 3 col. x 12.5")	\$220/week	\$260/week	\$300/week	\$340/week	10.125"w x 7.5"h or 6"w x 12.5"h
Back page, includes color (5 col x 1.5")	\$525/week	\$600/week	\$675/week	\$725/week	10.125"w x 15"h
Front banner, includes color (5 col x 1.5" @ bottom of front page)	\$120/week	\$135/week	\$150/week	\$165/week	10.125"w x 1.5"h
Center spread, includes color (5 col x 15" double-truck)	\$850/week	\$1,000/week	\$1,150/week	\$1,300/week	10.125"w x 15"h (x2) or 21.25" x 15"h
LOCAL CALLING CARDS (small business card)	\$25/week	4-WEEK MINIMUM			3.2"w x 1.75"h
PRE-PRINTED INSERTS	\$60 per thousand, call for circulation.				

CLASSIFIED RATES

\$7.00 PER COLUMN INCH SIZES: 1 col. = 1.6", 2 col. = 3.2", 3 col. = 5", 4 col. = 6.7", 5 col. = 8.4", 6 col. = 10.125"



Waterboro Reporter • PO Box 75, North Waterboro, ME 04061 • (207) 247-1033 • www.waterbororeporter.com



Advertising Rates & Sizes

AD DEADLINE: TUESDAY AT 5 P.M.
PUBLISH DAY: THURSDAY



DISTRIBUTED IN:

Acton
Alfred
Buxton
Cornish
Dayton
Hollis
Lebanon
Limerick
Limington
Lyman
Newfield
Sanford
Shapleigh
Springvale
Waterboro

TO PLACE AN AD:

E-mail ad files to
ads@waterbororeporter.com
or call 247-1033.

- All payments are due Net 30. Prices subject to change. Make checks payable to The Reporter.
- Political, going out of business and transient advertising must be paid in advance.
- The publisher reserves the right to reject, classify or omit any copy offered for publication.
- Advertising is accepted with the understanding that the merchandise or services are accurately described and willingly sold to customers at the advertised price.