

# NEWSPAPER RATES

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

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 to any ad 1/4 page (18") or smaller, add \$100 for ads larger than 1/4 page

# SPECIAL FLAT RATES

<b>Full page</b> (5 column, 10.125" x 15")	<b>\$375</b>	<b>\$450</b>	<b>\$525</b>	<b>\$600</b>	10.125"w x 15"h
<b>1/2 page</b> (5 col x 7.5" or 3 col. x 12.5")	<b>\$220</b>	<b>\$260</b>	<b>\$300</b>	<b>\$340</b>	10.125"w x 7.5"h or 6"w x 12.5"h
<b>Back page, includes color</b> (5 col x 1.5")	<b>\$525</b>	<b>\$600</b>	<b>\$675</b>	<b>\$725</b>	10.125"w x 15"h
<b>Front banner, includes color</b> (5 col x 1.5" @ bottom of front page)	<b>\$120</b>	<b>\$135</b>	<b>\$150</b>	<b>\$165</b>	10.125"w x 1.5"h
<b>Center spread, includes color</b> (5 col x 15" double-truck)	<b>\$850</b>	<b>\$1,000</b>	<b>\$1,150</b>	<b>\$1,300</b>	10.125"w x 15"h (x2) or 21.25" x 15"h
<b>BUSINESS DIRECTORY</b> (small business card)	<b>\$25</b>	<b>4-WEEK MINIMUM</b>			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

RATES EFFECTIVE JAN. 1, 2020



# Advertising Rates & Sizes

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



DISTRIBUTED IN:

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

**TO PLACE AN AD:**  
E-mail ad files to [ads@waterbororeporter.com](mailto: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.