



DartmouthWeek

Really simple, really affordable newspaper advertising

Weekly (per ad) rates

Ad Type	Individual	4+ Pack	12 weeks continuous (just Dartmouth)	12 weeks continuous (part of multi-paper buy)
Back Page (color only)	\$675	\$560	\$450	\$395
Full Page Inside (color)	\$545	\$450	\$365	\$315
Full Page Inside (b&w)	\$435	\$345	\$275	\$240
Half Page (color)	\$335	\$275	\$220	\$195
Half Page (b&w)	\$245	\$205	\$165	\$145
Quarter Page (color)	\$195	\$160	\$130	\$115
Quarter Page (b&w)	\$150	\$125	\$100	\$90
Eighth Page (color)	\$125	\$105	\$85	\$70
Eighth Page (b&w)	\$85	\$75	\$60	\$50

\$185 total for first 4-pack; \$125 for subsequent, sequential 4-packs in Dartmouth Week or simultaneously in Wareham Week or Sippican Week

The Little Square				
Front Page Strip	\$265	\$220	\$175	\$155

4+ Pack: Four or more ads of the same type, scheduled at the time of purchase. Ads do not have to run consecutively.

12 weeks continuous: Ads of the same type, running consecutively. Content may vary.

Advertising deadline: 5 p.m. Friday prior to week of publication.

Online Affiliates get a \$15 discount on any week's total print advertising at the 1/8 page size or larger. See Affiliate description for more information

Half Page Vertical
5.125" x 10.5"

Half Page Horizontal
10.5" x 5.125"

Ad Sizes

Quarter Page Square
5.125" x 5.125"

Eighth Page Horizontal
5.125" x 2.375"

Full Page
10.5" x 10.5"

1/8 Page Vertical
2.375" x 5.125"

1/4 Page Vertical
2.375" x 10.5"

Little Square
2.375" x 2.375"

Front Page Strip 10.5" x 1"