



SippicanWeek

Really simple, really affordable newspaper advertising

Weekly (per ad) rates

Ad Type	Individual	4+ Pack	12 weeks continuous	12 weeks continuous
			(just Sippican)	(part of multi-paper buy)
Back Page (color only)	\$560	\$465	\$380	\$330
Full Page Inside (color)	\$450	\$380	\$300	\$270
Full Page Inside (b&w)	\$340	\$285	\$235	\$210
Half Page (color)	\$275	\$230	\$185	\$160
Half Page (b&w)	\$200	\$170	\$140	\$120
Quarter Page (color)	\$160	\$130	\$105	\$90
Quarter Page (b&w)	\$120	\$105	\$80	\$75
Eighth Page (color)	\$100	\$80	\$65	\$55
Eighth Page (b&w)	\$70	\$55	\$45	\$40

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

The Little Square
Front Page Strip

\$220 \$180 \$145 \$130

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"