

# The Cape Courier

*Since 1988, the trusted source for town news and advertising in Cape Elizabeth, one of Greater Portland's most dynamic communities.*

- **Mailed FREE to EVERY** Cape household (4,000 mailed; total distribution: 4,600).
- **High readership and retention value.** Each issue filled with ONLY Cape Elizabeth news, police/fire blotter, real estate transfers, letters, and reports on local boards. Also club, school, library, church, and neighborhood news. Special features on residents and town history.
- **Published 22 times per year.**
- **Entire newspaper posted to web site**, including ads. Visit [www.capecourier.com](http://www.capecourier.com).
- **Trusted by the community.**

**767-5023**

[advertising@capecourier.com](mailto:advertising@capecourier.com)

## Inserts

Advertiser must supply 4,600 copies

Cost:

- \$205 - for one 8 1/2" x 11" sheet
- \$245 - for folded 11"x17"

## Classified Ads

- Personal: **\$2 per line\***
- Business: **\$3.50 per line\***

**\*6 words max. per line**

E-mail classified ads to [info@capecourier.com](mailto:info@capecourier.com) or use mail-in form from newspaper.

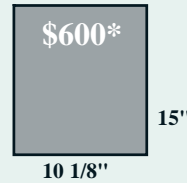
Classified ads cannot be taken over the phone.

## Display Ads

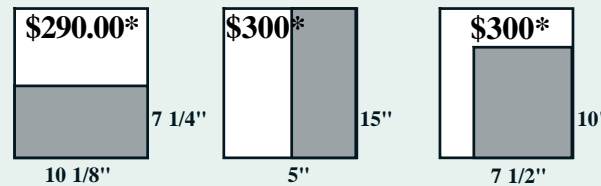
Actual column widths for display ads are:

- 1 column - 2 3/8"
- 2 columns - 5"
- 3 columns - 7 1/2"
- 4 columns - 10 1/8"

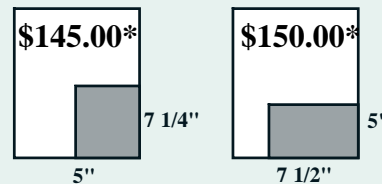
### FULL PAGE



### HALF PAGE



### QUARTER PAGE



**By The Inch: \$10.00\*** per column inch

22 issues: \$9.00 per column inch/issue

11 issues: \$9.50 per column inch/issue

Pay in advance quarterly = 2% discount

Pay in advance semi-annually = 5% discount

### Examples:

- 1 col. x 1" (equals 1 col. inch) **\$10.00**
- 1 col. x 2" (equals 2 col. inches) **\$20.00**
- 2 cols. x 2" (equals 4 col. inches) **\$40.00**
- 1 col. x 4" (equals 4 col. inches) **\$40.00**
- 2 cols. x 3" (equals 6 col. inches) **\$60.00**
- 2 cols. x 3.5" (equals 7 col. inches) **\$70.00**
- 2 cols. x 4" (equals 8 col. inches) **\$80.00**
- 2 cols. x 6" (equals 12 col. inches) **\$120.00**

**\*Prices shown are for camera-ready ads.**

## Don't see your ad size?

We can accommodate just about any size ad. Please call or e-mail.

### Production Costs

- ad design/revision/format charges for non-camera-ready copy, \$30/hr., billed by the 1/4 hour.
- Special placement 25% additional, if available.

### Contract Terms

- Ad space must be reserved in advance. All ads are due 11 days prior to publication date.
- New advertisers: prepayment required on first ad.
- Payment due within 30 days of publication.
- Finance charge of 1.5% per month due on all accounts over 30 days old.
- Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of an advertiser.
- Publishers do not assume liability for errors in any ad beyond the cost of the ad (at a maximum).
- Rates and conditions subject to change on 30 days notice.

**For deadline or other information or to reserve ad space, call or e-mail:**

**767-5023**

[advertising@capecourier.com](mailto:advertising@capecourier.com)

## Need help preparing your ad?

Assistance is available for copy changes, ad design, photo toning, file conversion and creating camera-ready ads from rough copy for an additional charge of \$30 per hour, billed by the 1/4 hour. Base rate includes up to 4 photographs per ad, additional photos will be billed at the ad design/revision/format rate.

### \* We accept the following as camera-ready ads:

- High Resolution (at least 200 DPI) gray-scale PDF sent electronically
- Hard-copy, laser printed (minimum 200 DPI) black and white with original photos. All text in place and to size.

**Rates effective January 2, 2008**