

# The Penobscot Times

Published every Thursday at 282 Main St., Old Town, ME 04468

Telephone: 207-827-4451 fax: 207-827-2280

You can e-mail your ads to: [lhiggins@thepenobscottimes.com](mailto:lhiggins@thepenobscottimes.com)

## Advertising Rates

Effective January 2013

### DISPLAY ADVERTISING RATES

3-13 column inches . . . . . \$7.24 per inch

13+ inches..... \$6.45 per inch

Rates are per issue. Minimum size ad is 3 inches.

Contract rates are available upon request.

### CLASSIFIED ADVERTISING

\$4.25 for the first 15 words; 15 cents for each additional word. Classified ads must be prepaid.

Blind Box classifieds are available for \$4.90 additional per insertion plus postage if required.

### LEGAL ADVERTISING

Two or more insertions . . \$7.61 per inch

One insertion . . . . . \$7.85 per inch

### INSERT RATES

Single sheet . . . . . \$155.00

4-8 pages . . . . . \$230.00

12-16 pages . . . . . \$255.00

20 pages . . . . . \$280.00

There is a \$50 service charge for folding inserts.

Deadline for all preprints is noon five days prior to insertion. Please call us for shipping instructions.

### COLOR RATES

Black plus one color . . . \$ 50.00

Black plus two colors . . . \$ 60.00

Black plus three colors . . \$ 85.00

The color charges are per page for any size ad.

### BUSINESS GUIDE

\$9.00 per week flat rate; 13-week minimum

\$117.00

### ADVERTISING DEADLINES

The deadline is noon on Friday for display,

The deadline for classified line ads is

4 p.m. Monday.

### MECHANICAL MEASUREMENTS

Dimensions:

Page width: 60 ½ picas (10 1/16 inches)

Page depth: 84 picas (14 inches)

### COLUMN WIDTH:

1 column: 14 picas (2 1/3 inches)

2 columns: 29 ½ picas (4 7/8 inches)

3 columns: 45 picas (7 ½ inches)

4 columns: 60 ½ picas (10 1/16 inches)

### OUR COVERAGE AREA

We offer outstanding readership and a paid circulation of more than 3,400. Communities we cover include Old Town, a manufacturing and trade center; Orono, home of the University of Maine; and the adjacent towns of Milford, Bradley, Alton, Greenbush, Greenfield, Argyle, Veazie, and Indian Island.

### CUSTOMER SERVICE

To place your ad, please contact Lynn Higgins, Publisher of The Penobscot Times. In addition to providing quality design services, we also will assist you in setting up an effective advertising program. We also offer numerous marketing opportunities through special sections and other promotions.

**ALL RATES ARE NON-COMMISSIONABLE  
BROKERED ADVERTISING WILL NOT BE  
ACCEPTED**