

# PRINT ADVERTISING

Boothbay  Register. Wiscasset  Newspaper

Trusted • Connected • Local



Ask about advertising on our three websites which get over 1 Million pageviews per month and reach an audience of over 1.5 million people annually.

**[boothbayregister.com](http://boothbayregister.com) • [wiscassetnewspaper.com](http://wiscassetnewspaper.com) • [penbaypilot.com](http://penbaypilot.com)**

97 Townsend Avenue, Boothbay Harbor, Maine 04538 • 207.633.4620

# Weekly Rates

Publication Date: Thursday

- Boothbay Register/Wiscasset Newspaper
- 20% Off Combo Buys

Advertising Deadline: Monday 4pm  
(May vary due to holidays)



## Lincoln County Market Area

Ad Insertion in 2 Newspapers

# NEWSPAPERS

Boothbay Register & Wiscasset Newspaper

**\$11.75**

per column inch

**Includes Color!**

Alna  
Bath  
Boothbay  
Boothbay Harbor  
Damariscotta

Dresden  
East Boothbay  
Edgecomb  
Newcastle  
Southport

Trevett  
West Boothbay Harbor  
Wiscasset  
Woolwich

## Combo Ads

1 Ad Rep • 1 Bill • 20% Discount (LCN or Mid Coast Combo only)



## Lincoln County

**Combo \$17.40\***

per column inch\* - Includes B/W LCN

Ad Insertion in 3 Newspapers

**Boothbay Register,  
Wiscasset Newspaper,  
Lincoln County News**

Additional towns covered

Bristol  
Jefferson  
Nobleboro  
South Bristol  
Waldoboro  
Westport  
Whitefield



## Mid-Coast

**Combo**

**Ask for pricing**

Ad Insertion in 4 Newspapers

**Boothbay Register,  
Wiscasset Newspaper,  
Lincoln County News, Times Record**

Additional towns covered

Arrowsic  
Bailey Island  
Bowdoin  
Bowdoinham  
Bremen  
Brunswick  
Durham  
Five Islands  
Freeport  
Georgetown  
Harpswell  
Lisbon  
Lisbon Center  
Lisbon Falls  
Orr's Island  
Phippsburg  
Pownal  
Richmond  
Small Point  
Topsham  
West Point

\*\$19.80/pci includes full color in Lincoln County News and in Boothbay Register/Wiscasset Newspaper

1/8 Page \$11.75 per column inch 18 col. inches		1/4 Page \$11.75 per column inch 36 col. inches		1/2 Page (discounted 15%) \$10.00 per column inch 73.5 col. inches		Full Page (discounted 20%) \$9.40 per column inch 147 col. inches	
BB Reg/Wisc	\$211.50	BB Reg/Wisc	\$423.00	BB Reg/Wisc	\$735.00	BB Reg/Wisc	\$1381.80
LCN Combo	\$313.20	LCN Combo	\$626.40	LCN Combo	\$1278.90	LCN Combo	\$2557.80
Midcoast Combo	*Ask about pricing	Midcoast Combo	*Ask about pricing	Midcoast Combo	*Ask about pricing	Midcoast Combo	*Ask about pricing

### Multi-week contract Discount Rate (Boothbay/Wiscasset Papers only\*\*):

- 5% Discount on 8-20 week contract
- 10% Discount on 21-33 week contract
- 15% Discount on 34-46 week contract
- 20% Discount on 47-52 week contract

\*\* Multi-week Discounts cannot be used with Combo ads

### Placement Options:

- Back Page: Add \$2.50 per column inch
- Demand Location: Add \$1.25 per column inch
- Half Page Discounted: 15%
- Full Page Discounted: 20%

**3x6**  
**6.44" x 6"**

BR/WN \$211.50

BR/WN/LCN \$313.20\*

BR/WN/LCN/TR Ask about pricing

**MECHANICAL REQUIREMENTS**

Columns	BBR/WNP/LCN	Times Record	Times Record
Width	Ad Sizes	ROP	Classified
1	2.06"	1.58"	1.19"
2	4.25"	3.29"	2.47"
3	6.44"	5"	3.75"
4	8.63"	6.71"	5.02"
5	10.81"	8.42"	6.30"
6	13"	10.125"	7.57"
7	15.19"	N/A	8.85"



Notes:

- We copyright all artwork originating with our newspapers.
- We cannot guarantee the reproductive quality of ads not produced in-house.

### 1x1 CD

2.06w" x 1h"

BR/WN \$11.75  
LCN Combo \$17.40

### 2x1 CD

4.25w" x 1h"

BR/WN \$23.50  
LCN Combo \$34.80

### 1x1.5 CD

2.06w" x 1.5h"

BR/WN \$17.63  
LCN Combo \$26.10

### 2x1.5 CD

4.25w" x 1.5h"

BR/WN \$35.25  
LCN Combo \$52.20  
MC Combo Ask about pricing

### 1x2 CD

2.06w" x 2h"

BR/WN \$23.50  
LCN Combo \$34.80  
MC Combo Ask about pricing

### 2x2 CD

4.25w" x 2h"

BR/WN \$47.00  
LCN Combo \$69.60  
MC Combo Ask about pricing

## CLASSIFIED SAMPLE SIZES & RATES

### 1x2.5 CD

2.06w" x 2.5h"

BR/WN \$29.38  
LCN Combo \$43.50  
MC Combo Ask about pricing

### 2x2.5 CD

4.25w" x 2.5h"

BR/WN \$58.75  
LCN Combo \$87.00  
MC Combo Ask about pricing

### 1x3 CD

2.06w" x 3h"

BR/WN \$35.25  
LCN Combo \$52.20  
MC Combo Ask about pricing

### CLASSIFIED DISPLAY AD

#### LITTLEFIELD PAINTING

Interior & Exterior  
Handyman Services  
Reasonable rates

**1 yr. Warranty of Workmanship**  
207-350-1040

### CLASSIFIED LINE AD

#### Computers

**Need Help Learning** to use Computers Setting it up, using e-mail, social media, the Web, or Programs? Call Jean Conte 207-633-4177



## CLASSIFIED AD PRICES IN BOOTHBAY WISCASSET NEWSPAPERS REGULAR LINE AD

\$8.00 (4 lines or less)  
\$1.00 (for each line over 4)  
20% Discount if repeat ad: (same ad with no changes or interruption).

**INSERTION RATE**  
**\$ 70.00**  
PER THOUSAND  
**CALL 633-4620**  
FOR QUOTE



**Boothbay Register.**  
Wiscasset Newspaper

Sales Representatives:

**Sarah Morley**

Mobile

207-844-4630

email

sarahmorley@boothbayregister.com

**Kathy Frizzell**

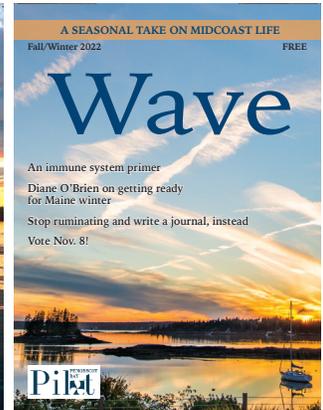
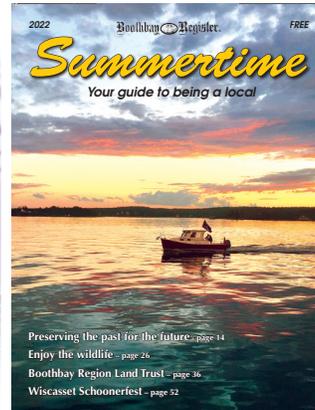
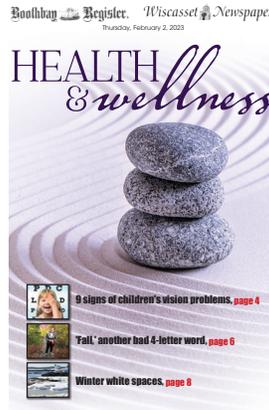
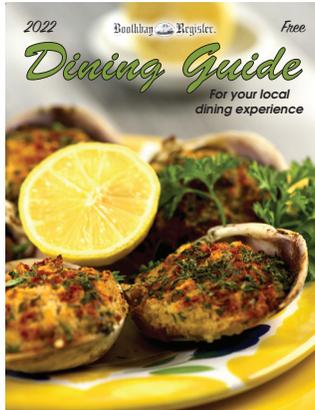
Mobile

207-844-4631

email

kathyfrizzell@boothbayregister.com

In addition to our award winning **SUMMERTIME** guide, we offer a number of special publications throughout the year, which appear in both print and online.



**...It's just one special event after another here!**

Thanks to a busy community where there's always something going on, even in the off-season:



Sarah Morley  
Ad Sales  
207.844.4630



Kathy Frizzell  
Ad Sales  
207.844.4631



Dave Parkhurst  
Community Engagement  
207.844.4628

**We can help you with your promotional & marketing needs.**



Ask about our online advertising opportunities which can target the entire Midcoast region and beyond.