

Penobscot Bay Press has an accomplished graphics department and will make up an ad for you upon request at no extra charge.

However, if you would like to send us a camera-ready ad, please read the following:

Mechanical Requirements

Page size: tabloid format4 columns
Maximum image size10-3/8" x 15"
Halftone requirements: 65 to 120 line screen.

Column sizes for ROP advertising

1 column2-1/2 inches (15 picas)
2 columns.....5-1/8 inches (31 picas)
3 columns.....7-3/4 inches (47 picas)
4 columns10-3/8 inches (62-1/2 picas)

E-mailed Display Advertising Specs

(For a more detailed version, please contact our advertising department.)

Accepted camera-ready ad formats

1. PDF (the preferred format for camera-ready ads)
 - a. All fonts must be embedded.
 - b. No color in the PDF unless you are running a color ad.
 - c. Optimize all graphics for Press, not Screen or eBook.
2. EPS
 - a. All fonts must be embedded.
 - b. No color unless you are running a color ad.
 - c. All EPSs must have a preview.
3. Quark 6 (Macintosh)
 - a. Please include all fonts with the Quark file. We can only use Macintosh PostScript or TrueType fonts. We do not accept Windows fonts or OpenType fonts.
 - b. All graphics must be collected and sent with the file.
 - c. No color in the ad unless you are running a color ad.

Camera-ready color formats

1. PDF or Quark format for camera-ready color ads.
2. CMYK mode.
3. All spot-color must be done in either cyan or magenta on the original file regardless of final output color. Our printer will substitute the correct color.
4. If you are interested in running a color ad, please contact our advertising department for more information.

Newspaper Display ADVERTISING INFORMATION

cis@penobscotbaypress.com

Advertising Deadlines

Display ads.....1 p.m. Tuesday
(Ads requiring a proof must be submitted one week prior to deadline.)

Color Advertising

Standard charges for color, per ad, per paper

Process\$125.00
Spot\$60.00

Agency Discounts

15% off applicable rate to recognized agencies for camera-ready material.

Additional Charges, per paper, per ad

Special position20% above cost
Photos - first use\$4.00 each
Reprints of ads for other use.....\$10.00 each
E-mailing photos or ads to customers.....\$10.00 each
Reworking ads for other publications*\$30.00 each
* Requires one week notice

Preprinted Inserts

(Agency and prepaid discounts not applicable.)

By postal regulations, all inserts must fit inside our quarter-folded tabloid newspaper - 8-1/2" x 11".

8 tabloid-size pages or fewer.....10¢ ea.
More than 8 tab or equivalent pages11¢ ea.
Folding charge.....5¢ ea.

Zoned. Partial runs extra 2¢ per insert. Limit one zoned insert per week. First come, first served.

Order deadline, 1 p.m. Tuesday, one week prior to following Thursday's insertion. Customers are responsible for delivering inserts to printer 3 days prior to insertion.

Regulations and Terms



Advertisers and agencies assume liability for all content of advertising printed and responsibility for any claims from such advertising. Publisher's liability for error is limited to rerunning that portion of ad in error if notified of error within 5 days of publication. Cancellation of discount contract assumes liability for discount earned. Invoiced monthly, payment upon invoice. Interest charged at 1.5% per month on all accounts 30 days or more past due, \$1 minimum interest charge. Payments made are applied to oldest balance at publisher's discretion. A returned check fee of \$25 will be charged. All current credit policies are applicable. VISA® and MasterCard® are accepted. An advertisement may be cancelled no later than 1 p.m. on Tuesday of the week of its scheduled publication. All political advertising must be prepaid and sourced for publication. All advertising is accepted subject to approval by the publisher. These newspapers reserve the right to refuse or cancel any advertisement at any time. All contracts, written and verbal, can be canceled for nonpayment of account.

RATE CARD

Effective January 1, 2009

DISPLAY AND ONLINE ADVERTISING



Penobscot Bay Press

Community Information Services

www.penobscotbaypress.com

cis@penobscotbaypress.com


Castine Patriot

Serving Castine and Penobscot.

P.O. Box 205, 8 Water Street, Castine, ME 04421

Telephone: 326-9300/4383 • Fax: 326-4383

cp@penobscotbaypress.com • www.castinepatriot.com

Island 
Ad-Vantages

Serving Stonington, Deer Isle and Isle au Haut.

P.O. Box 36, 69 Main Street, Stonington, ME 04681

Telephone: 367-2200 • Fax: 367-6397

ia@penobscotbaypress.com • www.islandadvantages.com

THE WEEKLY
PACKET

Serving Blue Hill, Brooklin, Brooksville,

Sedgwick and Surry.

P.O. Box 646, 13 Main Street, Blue Hill, ME 04614

Telephone: 374-2341 • Fax: 374-2343

wp@penobscotbaypress.com • www.weeklypacket.com

Editorial and Circulation Statement

Our print and online information products are focused on the people, activities, events, issues and businesses in the ten local communities of our coverage area. Circulation data for our print products and hits and views for our online products are available upon request.

Penobscot Bay Press newspapers, mailed under U.S. Postal Service second class permits, are members of the Maine Press Association, The New England Press Association and the National Newspaper Association.

What we can do for you

By advertising with Penobscot Bay Press, you reach both local consumers and those with ties to this area, and consumers most likely to spend money with your business. Their spending represents the majority of our local community retail spending. Join the community businesses whose advertising gets results!

Display Advertising frequency discounts

- Costs are determined by size and frequency.
- Discounts are earned for each ad in any of our three papers over a 51-week period.
- You can change the size and/or content of your ad each week.

Here are some samples of cost related to ad size and frequency:

1X \$11 per column inch	1 col. x 2" \$22 Min. Size	
3X \$10 per column inch		
12X \$9.25 per column inch	2 col. x 5" \$110	
24X \$8.75 per column inch		
36X \$8.25 per column inch		
51X* \$8 per column inch	3 col. x 8" \$264	
102X* \$7.75 per column inch		
153X* \$7.25 per column inch		
* Requires signed contract		4 col. x 15" \$660 Full Page
		Prices shown are 1X rate

Payment Discounts

- Prepayment - 10% off applicable rate must be paid in full with order.
- Prompt payment - 5% off applicable rate if paid within 10 days of invoice date.

Special Pages

Featured as special ad groupings with banners describing celebration events.

February - VALENTINE'S DAY **May** - BON VOYAGE
May - MOTHER'S DAY **July** - INDEPENDENCE DAY
September - YES! WE'RE OPEN AFTER LABOR DAY
Periodically - BUY LOCAL

Special Sections & Publications

Supplements to *Castine Patriot*, *Island Ad-Vantages*, *The Weekly Packet*, in the *Compass*, and on the Web at www.penobscotbaypress.com.

January and July—**HEALTH AND WELL BEING**. A local guide focusing on medical and health services and current wellness issues.

April—**SPRING FEVER**—A guide to getting ready for summer, with gardening and conservation tips, recipes, and more. SS rates.*

May—Annual **BAY COMMUNITY REGISTER**—A directory of community services, with the only complete local phone listings organized by town. Be included in the Business Directory to reach over 8,000 households. See separate rate card.

June, July, August—**SEASONAL GUIDE**—Browser's Trail, Cuisine Connection, Focus Guides—A handbook format guide to this area's attractions, with upcoming calendar listings, camping information and more. Included are feature pages with photos and stories about area businesses (Browser's Trail), a sampling of area restaurant menus (Cuisine Connection), and advertiser grouping Focus Guides. Published three times in summer season. Contract rates.

June—**GRADUATION SECTIONS**—George Stevens Academy in *The Weekly Packet* and Deer Isle-Stonington High School in *Island Ad-Vantages*. Graduates' pictures and information and more.

July—**FISHERMEN'S FAMILY FUN DAY**—Celebrating fun local events, with schedule, photos, maps, and more. SS rates.*

August—**RACE DAYS**—Summer and sailing go hand in hand with these two spreads featuring course maps, photos, and descriptions of two great sailboat races, the Eggemoggin Reach Regatta and the Retired Skippers Race, and more. SS rates*.

August—**BLUE HILL FAIR HANDBOOK**—Featuring a map of the fairgrounds, schedule of events, photos and what's new at the fair! This handy reference has a great track record for helping the thousands of fairgoers who attend every year. SS rates.*

November—**HOLIDAY ENTERTAINMENT**—A guide to holiday shopping, dining and festivities. Includes a calendar of area holiday events, ideas, recipes, and more. SS rates.*

December—Special holiday issue featuring drawings and poems from area elementary school children and holiday greetings from area businesses.

*SS rates - Special Section rates are \$23 per column inch, prepaid, \$26 billed. Minimum size - 1 column x 3 inches.

School sponsorships—Varsity sports and co-curricular team pictures, previews and schedules at start of respective seasons, and, when applicable, post-season scrapbooks of George Stevens Academy and Deer Isle-Stonington High School teams with pictures and write-ups.

Let us help you recognize your own special business anniversary or occasion with a special page in your community newspaper. Pages will appear in different formats in respective publications.

Penobscot Bay Press

COMMUNITY INFORMATION SERVICES

www.penobscotbaypress.com

Online

ADVERTISING INFORMATION

Build your online presence on our award-winning, popular Web site covering the unique towns and islands of East Penobscot and Blue Hill Bays.

Size

Tile ads: 120 x 96 pixels or 1.67" x 1.33" at 72 ppi

Online Advertising Rates

Directory of Area Services

Listing only, including business name, description (10-word maximum), address, phone, fax, and e-mail. 12 months only.

12 months with link includes Web address: \$99; 12 months without link: \$59

Tile ads

All tile ads rotate among our Web site advertising placement slots. All tile ads include a Web link to customer's Web site or Directory of Services ad. Costs: 1-5 months @ \$42 per month; 6-11 months @ \$37 per month; 12 months @ \$27 per month (\$324)

Issuance

Tile ads updated 1st Friday of each month. Directory of Services, updated June 1 annually.

Deadlines

Last Tuesday of each month at 1 p.m.

Get your business noticed by *thousands* every day!

Promote your business with a Skyscraper ad on our

WEB CAMS

Stonington Harbor or Blue Hill Center

www.islandadvantages.com • www.weeklypacket.com

\$75. per month

Contact us!

Our experienced professional staff is ready to serve you.

Susan Sorenson Sales & Marketing Manager bhsales@penobscotbaypress.com 207-374-2341	Sue Senecal Sales Representative stonsales@penobscotbaypress.com 207-367-2200
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