

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 • wiscassetnewspaper.com • penbaypilot.com

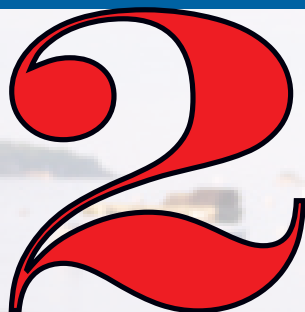
97 Townsend Avenue, Boothbay Harbor, Maine 04538 • 207.633.4620

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

Alna
Bath
Boothbay
Boothbay Harbor
Damariscotta

Dresden
East Boothbay
Edgecomb
Newcastle
Southport

Trevett
West Boothbay Harbor
Wiscasset
Woolwich

\$11.75

per column inch

Includes Color!

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
Harpwell
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

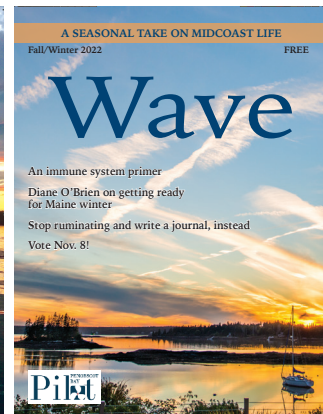
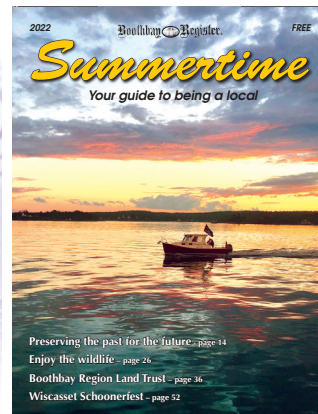
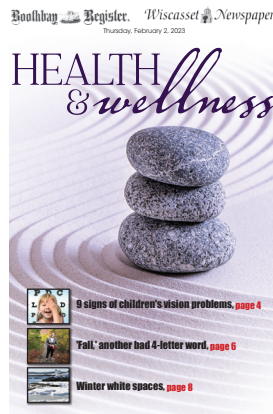
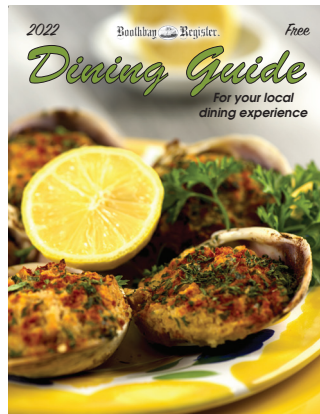
Mobile

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.