



Unchained News for Outer Cape Cod  
2020 Advertising Guide

# Our Mission

The Provincetown Independent is Outer Cape Cod's only independent newspaper [m-dash] devoted to the people who live and work in Provincetown, Truro, Wellfleet, and Eastham, and those who love this place from afar.

Our mission is to bring back local journalism, in print and online. We are rebuilding the community's capacity to report and produce original, high-quality reporting on the news and culture of our towns.

## Your ad in the Independent: good for business, good for community

- Reach readers every week, by subscription and at newsstands, across the whole Outer Cape—from Eastham to Provincetown.
- Approaching the end of our first year, our total paid circulation reached 3,332—we are now the most widely read Outer Cape weekly!
- Be seen in our online edition—a cross-platform website that gets over 70,000 page views per month.
- Over 3,300 people, near and far, get our weekly e-news update, sending readers directly to our website.
- Get in on two special editions mailed “every door direct.”
- Get a free subscription with your contract.
- When you advertise in the Independent, your dollars stay here in the community, working to rebuild local journalism.



# Print Ad Sizes & Specs

# File Specs

## Dimensions:

Actual ad size—there are no bleeds.

## Formats:

PDFs (Press Quality/High Res)  
 JPEG (at least 200 d.p.i.)

# Ad Color

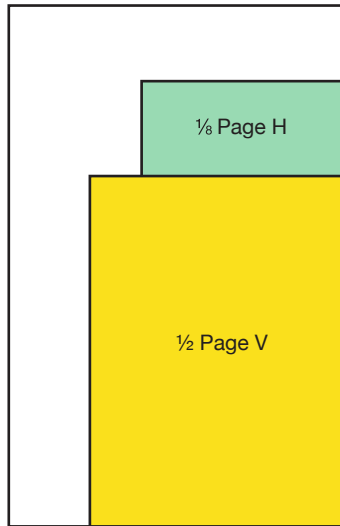
Color Charges are now included in pricing—there is no upcharge for color!

# Custom Ad Sizes

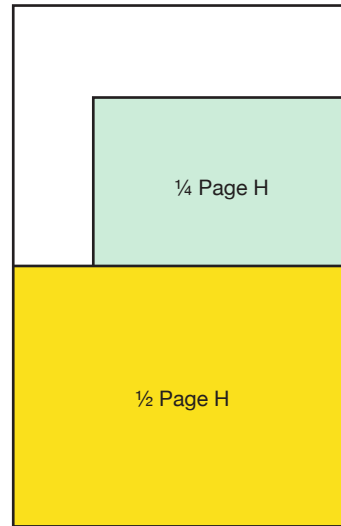
Create almost any custom size by choosing your number of columns for width x number of inches tall. (There are some limitations, just ask and we'll help you plan your ad.)



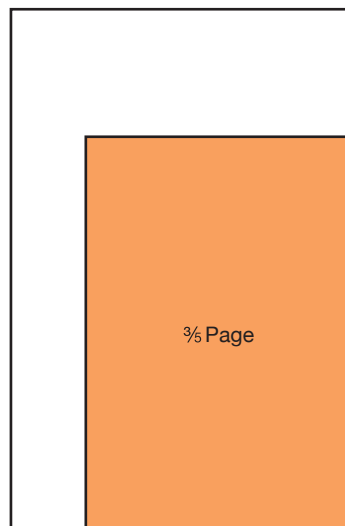
Full Page 10 x 16 in.



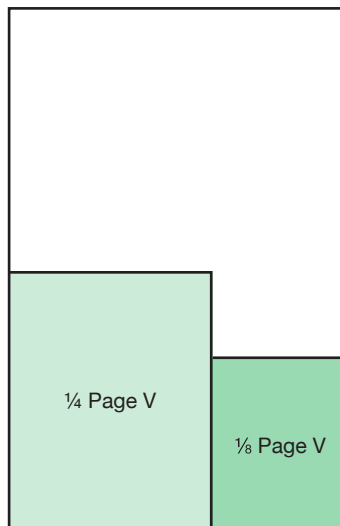
1/2 Page V 7.95 x 10 in.  
 1/8 Page H 5.9 x 3 in.



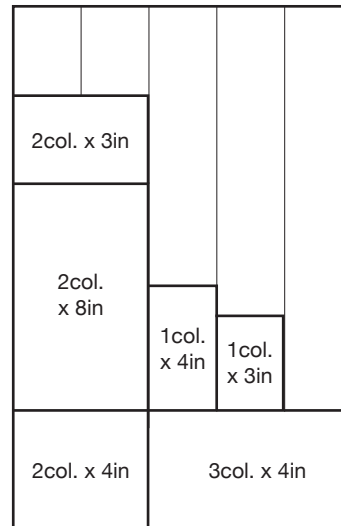
1/4 Page H 7.95 x 5 in.  
 1/2 Page H 10 x 8 in.



3/5 Page 7.95 x 12 in.



1/4 Page V 5.9 x 7 in.  
 1/8 Page V 3.85 x 5 in.



Large Card 3.85 x 3 in.  
 Small V Card 1.9 x 3 in.  
 and Custom Sizes

# Print Ad Rates

Specs	Open Rate \$18/col. in.	13 Weeks \$15/col.in.	26 Weeks \$13/col. in.	52 Weeks \$11/col. in.
<b>Full Page</b> (5 col. x 16") - 10 x 16 inches	\$1,440	\$1,200	\$1,040	\$880
<b>3/5 Page</b> (4 col. x 12") - 7.95 x 12 inches	\$864	\$720	\$624	\$528
<b>1/2 Page Vertical</b> (4 col. x 10") - 7.95 x 10 inches	\$720	\$600	\$520	\$440
<b>1/2 Page Horizontal</b> (5 col. x 8") - 10 x 8 inches	\$720	\$600	\$520	\$440
<b>1/4 Page Vertical</b> (3 col. x 7") - 5.9 x 7 inches	\$378	\$315	\$273	\$231
<b>1/4 Page Horizontal</b> (4 col. x 5") - 7.95 x 5 inches	\$360	\$300	\$260	\$220
<b>1/8 Page Vertical</b> (2 col. x 5") - 3.85 x 5 inches	\$180	\$150	\$130	\$110
<b>1/8 Page Horizontal</b> (3 col. x 3") - 5.9 x 3 inches	\$162	\$135	\$117	\$99
<b>Large Card</b> (2 col. x 3") - 3.85 x 3 inches	\$108	\$90	\$78	\$66
<b>Small Vertical Card</b> (1 col. x 3") - 1.9 x 3 inches	\$54	\$45	\$39	\$33

## Ad Design Services

Let our talented design team make your ad for you. We charge \$75 per hour for design services. That hour is usually enough to create one ad (including two rounds of changes and approvals).

Advertisers buying contracts receive free design services: for 13-week contracts, one design; for 26-week contracts, up to two designs; for 52-week contracts, up to three designs.

And yes, you may change your ad design as frequently as you wish, as long as each ad meets our specs and is received according to each week's deadline for ads.

## Online Advertising

Placement reflects print ad size.  
Available only to advertisers with contracts.

52 weeks, add \$25/week

26 weeks, add \$35/week

13 weeks, add \$40/week

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## Online Specs

For online ads, please submit jpg files.

### **With Full Page, 1/2 Page, and 1/4 Page ads:**

Sidebar Square

720 x 720 to display at 360 x 360

### **With 1/8 Page ads:**

Inline rectangle

730 x 372 to display at 356 x 186

### **With ads under 1/8 page:**

Sidebar sliver

720 x 250 to display at 360 x 125