



# Unchained News for Outer Cape Cod

2020 Advertising Guide  
(NonProfit Rates)

# 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.



### The Provincetown INDEPENDENT

Unchained news for Outer Cape Cod  
Free print edition



#### ENVIRONMENT Culling Seals Is Wrong Answer to Shark Threat, Scientists Say

More seals seen as sign of healthy environment  
By Sophie Rueter

PROVINCETOWN — calls to cull the seal population in Cape Cod waters by cutting their protected status under federal law are misguided, say scientists who study marine ecology. In spite of the increased presence of great white sharks here, they say, the reports of both seals and sharks represent a re-establishment of the balance of nature that was upset by decades of seal hunting.

Moreover, seals are wrongly blamed for polluting the water with their feces, and their effect on fish populations has been exaggerated, according to experts in marine life.

Citizen groups like the National Marine Mammal Action Committee are calling for the removal of seals from the federal Marine Mammal Protection Act. The state's Wildlife and Conservation Commission in July, and Commissioner Ron Boly has argued that seals are a threat to the regional tourism economy. The evidence on the seal's impact is mixed, however.

Richard Delaney, president of the Provincetown Center for Coastal Studies (CCS), says the seal population will eventually stabilize once it reaches its carrying capacity in the Cape's waters. Based on predictions from sharks and seal predation from sharks, and limited data on seal predation from seals, he says that we really should not be killing them when we've decided to interfere with the seal's natural life cycle.

The risk of shark attacks, though small, is real. Rather than killing sharks or seals, however, marine scientists advocate more caution in the water. One example is the use of shark nets for Provincetown's annual Seaweed Festival. Instead of sending the open water of Provincetown harbor from Long Point to the buoy, nets for each of the past 20 years have been set up. However, some scientists warn about the consequences of netting because of the potential for entanglement and death of marine mammals and birds.

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#### PUBLIC SAFETY Chief Wants Just One Town Rescue Squad

The question is why  
By K.C. Mann

PROVINCETOWN — Fire Chief Matt Thorne says the town needs to merge its emergency medical services (EMS) and fire departments into one town-wide rescue squad.

Thorne, who did not return calls from the Independent, has offered an explanation to the public, but says a town-wide emergency service is needed for the town.

Thorne says the town's current emergency services are fragmented and inefficient. He says that the town's current emergency services are fragmented and inefficient. He says that the town's current emergency services are fragmented and inefficient.

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# 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

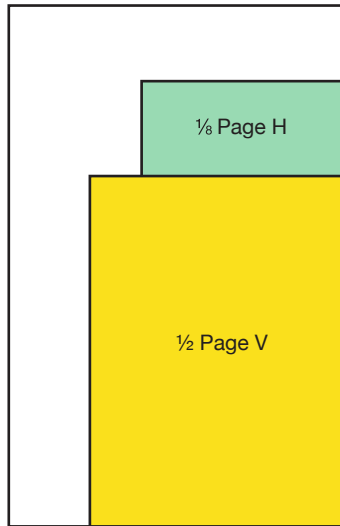
Color Charges are now included in pricing—there is no upcharge for color!

# Custom Ad Sizes

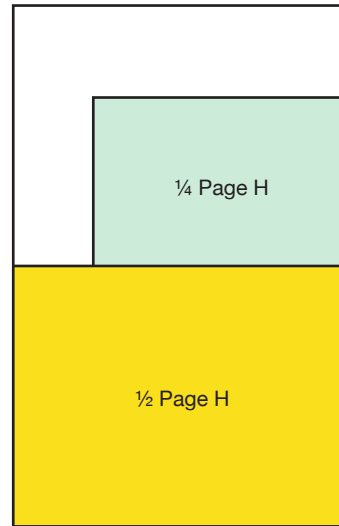
Create almost any custom size by choosing your number of columns for width x number of inches tall. (There are some limitations, just ask and we'll help you plan your ad.)



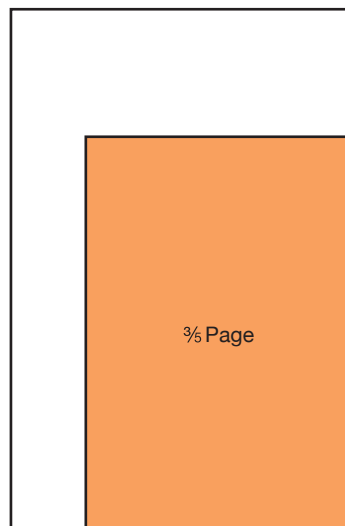
Full Page 10 x 16 in.



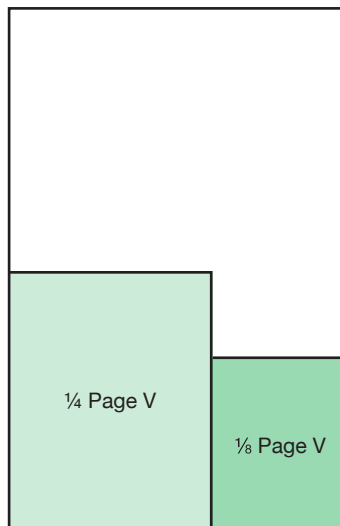
1/2 Page V 7.95 x 10 in.  
 1/8 Page H 5.9 x 3 in.



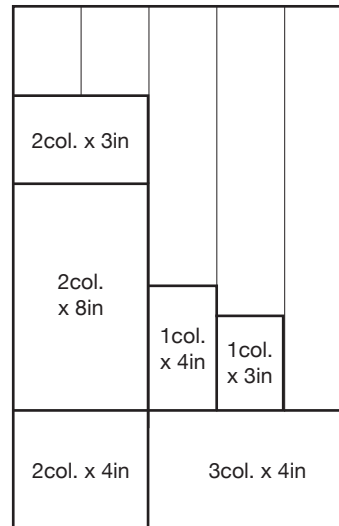
1/4 Page H 7.95 x 5 in.  
 1/2 Page H 10 x 8 in.



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 \$13.50/col. in.	13 Weeks \$11.25/col.in.	26 Weeks \$9.75/col. in.	52 Weeks \$8.25/col. in.
<b>Full Page</b> (5 col. x 16") - 10 x 16 inches	\$1080	\$900	\$780	\$660
<b>3/5 Page</b> (4 col. x 12") - 7.95 x 12 inches	\$648	\$540	\$468	\$396
<b>1/2 Page Vertical</b> (4 col. x 10") - 7.95 x 10 inches	\$540	\$450	\$390	\$330
<b>1/2 Page Horizontal</b> (5 col. x 8") - 10 x 8 inches	\$540	\$450	\$390	\$330
<b>1/4 Page Vertical</b> (3 col. x 7") - 5.9 x 7 inches	\$284	\$236	\$205	\$173
<b>1/4 Page Horizontal</b> (4 col. x 5") - 7.95 x 5 inches	\$270	\$225	\$195	\$165
<b>1/8 Page Vertical</b> (2 col. x 5") - 3.85 x 5 inches	\$135	\$113	\$98	\$83
<b>1/8 Page Horizontal</b> (3 col. x 3") - 5.9 x 3 inches	\$122	\$101	\$88	\$74
<b>Large Card</b> (2 col. x 3") - 3.85 x 3 inches	\$81	\$68	\$59	\$50
<b>Small Vertical Card</b> (1 col. x 3") - 1.9 x 3 inches	\$41	\$34	\$29	\$25

## 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