



Unchained News for Outer Cape Cod
2021 Advertising Guide

Our Mission

The Provincetown Independent is Outer Cape Cod's only independent newspaper — 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 produce original, high-quality reporting on the news and culture of our towns. We're committed to fresh, homegrown local journalism.

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

- Reach readers every week, by subscription and at newsstands, across the entire Outer Cape—from Eastham to Provincetown.
- Our weekly paid circulation is over 3,500 copies—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 3,500 people, near and far, get our weekly e-news update, sending readers directly to our website.
- Get in on four special mailings, one to every household in each of our four towns.
- Get a free subscription with your contract.
- When you advertise in the Independent, your dollars stay here in the community, supporting year round jobs and rebuilding local journalism.

PROVINCETOWN INDEPENDENT
April 2, 2020 | Vol. 1, No. 27

Two Patients With COVID-19 Describe Their Ordeals
After a serious diagnosis, a compassionate response

How Workers and Businesses Can Find Relief
Rescue funds include loans and expanded unemployment benefits

Local Food Producers Search for Ways to Serve and Survive
Right now, generosity and hyperlocal service are top strategies

No Permit Needed for Six Geese a-Laying
Eastham health board telets on some proposed farm animal rules

Hospitals Can Be Flexible on No-Visit Policy
That sometimes you have to fight to get them to do it

PROVINCETOWN INDEPENDENT
December 17, 2020 | Vol. 2, No. 44

Hospitals Can Be Flexible on No-Visit Policy
That sometimes you have to fight to get them to do it

Local Food Producers Search for Ways to Serve and Survive
Right now, generosity and hyperlocal service are top strategies

No Permit Needed for Six Geese a-Laying
Eastham health board telets on some proposed farm animal rules

Hospitals Can Be Flexible on No-Visit Policy
That sometimes you have to fight to get them to do it

Print Ad Sizes & Specs

File Specs

Dimensions:

Actual ad size—there are no bleeds.

Formats:

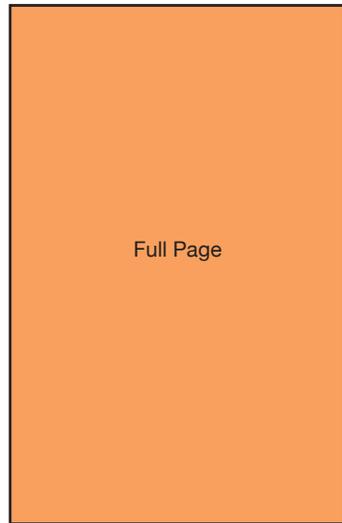
PDFs (Press Quality/High Res)
 JPEG (at least 200 d.p.i.)

Ad Color

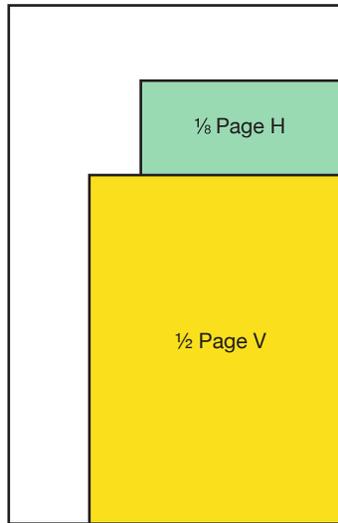
Color Charges are now included in pricing—there is no upcharge for color!

Custom Ad Sizes

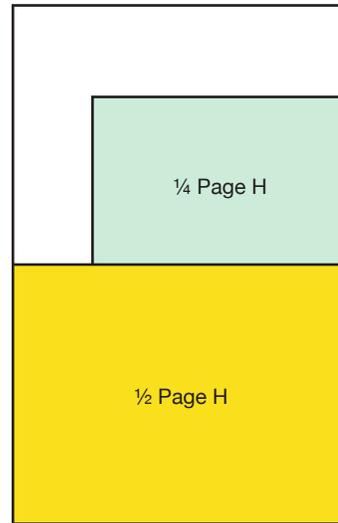
Create almost any custom size by choosing your number of columns for width x number of inches tall. (There are some limitations, just ask and we'll help you plan your ad.)



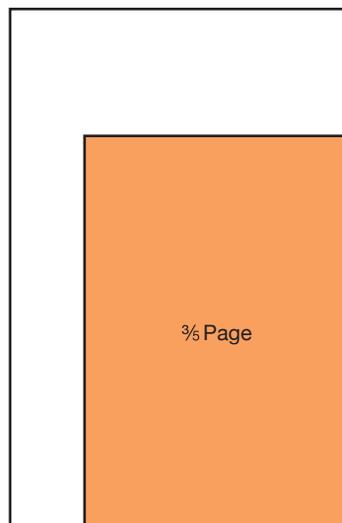
Full Page 10 x 16 in.



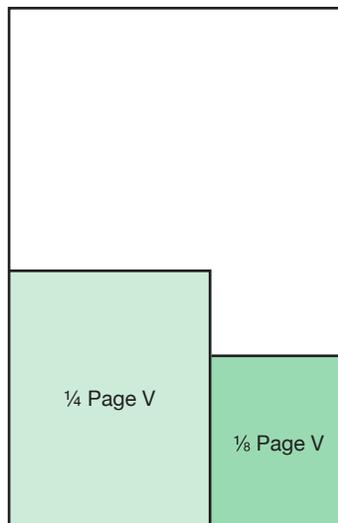
1/2 Page V 7.95 x 10 in.
 1/8 Page H 5.9 x 3 in.



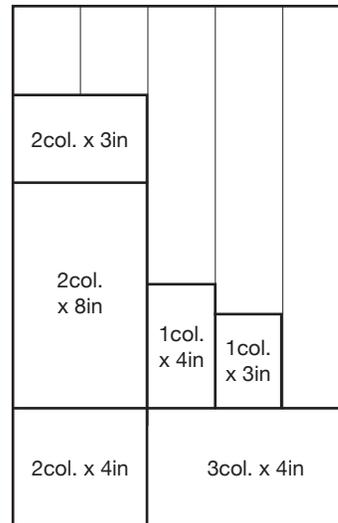
1/4 Page H 7.95 x 5 in.
 1/2 Page H 10 x 8 in.



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.
Full Page (5 col. x 16") - 10 x 16 inches	\$1,440	\$1,200	\$1,040	\$880
3/5 Page (4 col. x 12") - 7.95 x 12 inches	\$864	\$720	\$624	\$528
1/2 Page Vertical (4 col. x 10") - 7.95 x 10 inches	\$720	\$600	\$520	\$440
1/2 Page Horizontal (5 col. x 8") - 10 x 8 inches	\$720	\$600	\$520	\$440
1/4 Page Vertical (3 col. x 7") - 5.9 x 7 inches	\$378	\$315	\$273	\$231
1/4 Page Horizontal (4 col. x 5") - 7.95 x 5 inches	\$360	\$300	\$260	\$220
1/8 Page Vertical (2 col. x 5") - 3.85 x 5 inches	\$180	\$150	\$130	\$110
1/8 Page Horizontal (3 col. x 3") - 5.9 x 3 inches	\$162	\$135	\$117	\$99
Large Card (2 col. x 3") - 3.85 x 3 inches	\$108	\$90	\$78	\$66
Small Vertical Card (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

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