



2024 Advertising Guide

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.

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

- Reach the community every week, by subscription and at newsstands, across the entire Outer Cape—from Eastham to Provincetown.
- Our weekly paid circulation is over **5,700** copies—we’re the most widely read Outer Cape weekly!
- Be seen in our online edition—a cross-platform website that gets over **150,000** page views per month.
- Over **6,000** people, near and far, get our weekly e-news update, sending readers directly to our website.
- When you advertise in the *Independent*, your dollars stay here in the community, supporting year-round jobs and rebuilding local journalism.

Our readers love having a paper they can hold in their hearts, and in their hands.

Weekly Print Advertising: Sizes and Rates

Size	Dimensions	Open \$20/ col. inch	13x \$17/ col. inch	26x \$15/ col. inch	39x \$13/ col. inch	52x \$11/ col. inch
Full Page	(5 col. x 16") - 10 x 16 in.	\$1,600	\$1,360	\$1,200	\$1,040	\$880
Junior Page	(4 col. x 12") - 7.95 x 12 in.	\$960	\$816	\$720	\$624	\$528
1/2 Page Vertical	(4 col. x 10") - 7.95 x 10 in.	\$800	\$680	\$600	\$520	\$440
1/2 Page Horizontal	(5 col. x 8") - 10 x 8 in.	\$800	\$680	\$600	\$520	\$440
1/4 Page V	(3 col. x 7") - 5.9 x 7 in.	\$420	\$357	\$315	\$273	\$231
1/4 Page H	(5 col. x 4") - 10" x 4 in.	\$400	\$340	\$300	\$260	\$220
1/8 Page	(2 col. x 5") - 3.85 x 5 in.	\$200	\$170	\$150	\$130	\$110
1/10 Page	(2 col. x 4") - 3.85 x 4 in.	\$160	\$136	\$120	\$104	\$88
Large Card	(2 col. x 3") - 3.85 x 3 in.	\$120	\$102	\$90	\$78	\$66
Business Card	(2 col. x 2") - 3.8 x 2 in.	\$80	\$68	\$60	\$52	\$44
Vertical Card	(1 col. x 3") - 1.8 x 3 in.	\$60	\$51	\$45	\$39	\$33

Custom Ad Sizes

Custom ad sizes are available. There are some limitations. Just ask.

File Formatting

Full color print-ready ads should be 300 DPI in CMYK color mode. Please submit a high res/print quality PDF.

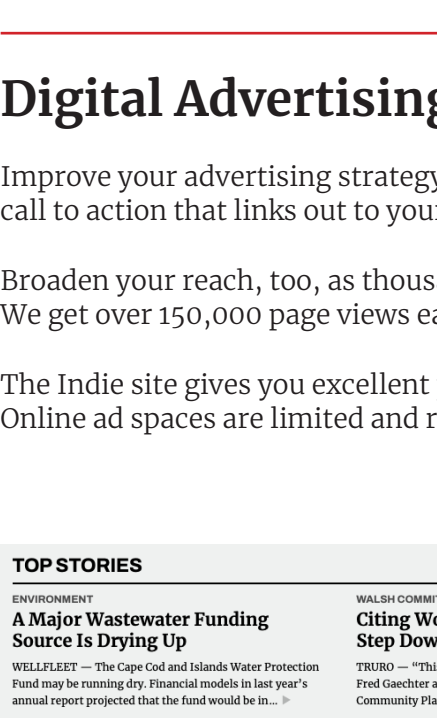
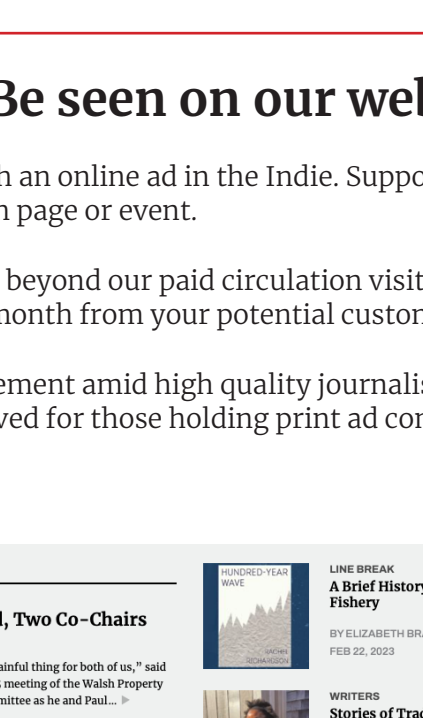
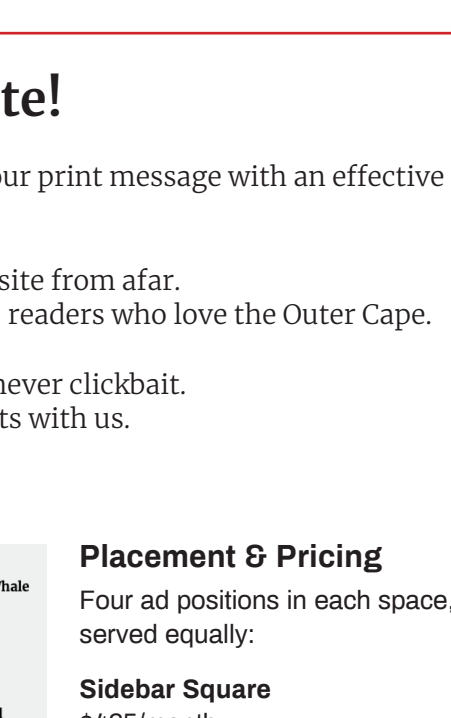
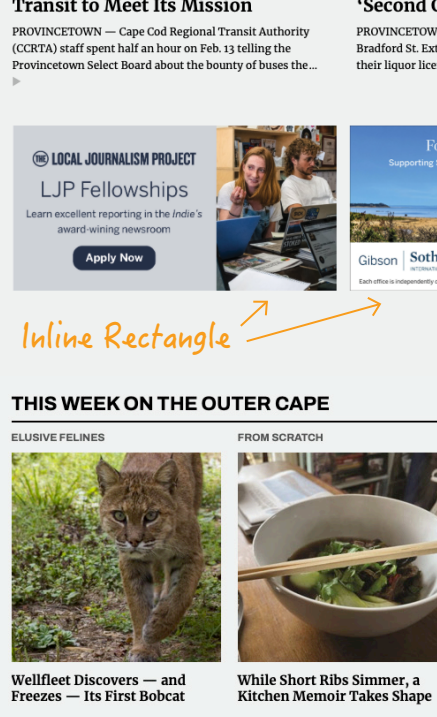

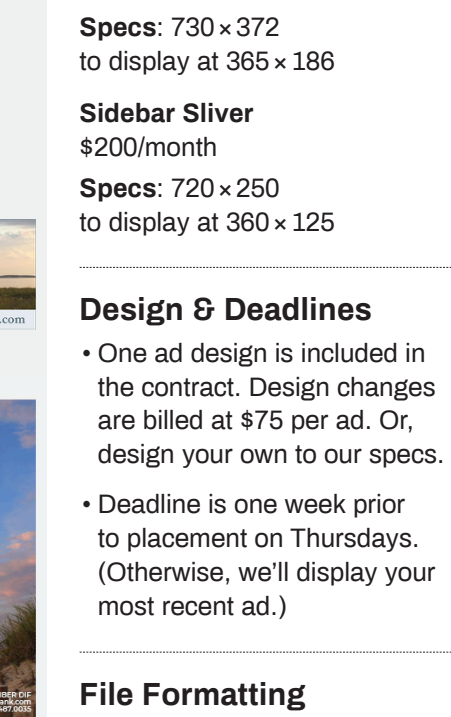
Ad Design Services

Advertisers entering contracts receive free design services for one ad.

If you need help with additional ads or ad changes, let our talented design team make them for you. We charge \$75 per hour for design services. One hour is usually enough time to create one ad.

If you are supplying print ready ads 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.

Weekly Print Advertising: Sizes and Specs

 <p>Full Page 10 x 16 in.</p>	 <p>1/2 Page V 7.95 x 10 in.</p>	 <p>1/2 Page H 10 x 8 in.</p>
 <p>Junior Page 7.95 x 12 in.</p>	 <p>1/4 V Page 5.9 x 7 in. 1/4 H Page 10 x 4 in. 1/8 Page 3.85 x 5 in.</p>	 <p>Large Card 3.85 x 3 in. Business Card 3.85 x 2 in. Vertical Card 1.8 x 3 in. 1/10 Page 3.85 x 4 in.</p>

Digital Advertising: Be seen on our website!

Improve your advertising strategy with an online ad in the Indie. Support your print message with an effective call to action that links out to your own page or event.

Broaden your reach, too, as thousands beyond our paid circulation visit our site from afar. We get over 150,000 page views each month from your potential customers: readers who love the Outer Cape.

The Indie site gives you excellent placement amid high quality journalism, never clickbait. Online ad spaces are limited and reserved for those holding print ad contracts with us.

TOP STORIES

ENVIRONMENT
A Major Wastewater Funding Source Is Drying Up
WELLFLEET — The Cape Cod and Islands Water Protection Fund may be running dry. Financial trouble is set to curtail a annual report projected that the fund would be in... >

VOICED
Fire That Killed 6-Year-Old Was in Illegally Constructed Apartment
ORLEANS — The fire that killed six-year-old Ryl Odom burned on Feb. 1, broke out inside an apartment constructed illegally on the second floor of 177 Route 6A in... >

WASH THE CAP
Summit Challenges Regional Transit to Meet Its Mission
PROVINCETOWN — Cape Cod Regional Transit Authority (CRTA) will spend half an hour on Feb. 15 telling the Provincetown Select Board about the beauty of buses the... >

WILDLIFE COMMITTEE
Citing Workload, Two Co-Chairs Step Down
TRURO — “This is a very painful thing for both of us,” said Fred Conner at the Feb. 15 meeting of the Wildlife Property Community Planning Committee as he and Paul... >

HOUSING
New Roofs Needed Immediately at Harbor Hill
PROVINCETOWN — It’s been three and a half years since the first year-round tenants moved into Harbor Hill, the air apartment, four-building West End complex that used... >

LICENSES
Zoning Board Gives Foxberry Inn a ‘Second Chance’
PROVINCETOWN — The members of the Foxberry Inn at 30 Railroad St. in Provincetown were granted a request to expand their liquor license to allow for an outdoor bar and... >

WATERED TOWN
A Brief History of the Whale Fishery
BY ELIZABETH BRADSHAW
FEB. 22, 2023

WRITERS
Stories of Tradition and Modernity
BY SUSANNAH ELIZABETH FULCHER
FEB. 22, 2023

BOOKS
Barbara Roserworth Keeps an Eye on the Sea
BY ANNELOUZE SCHERER
FEB. 22, 2023

Arts Briefs
BY THE INDEPENDENT
FEB. 22, 2023

More Arts & Minds stories >

Sarah Pechukas
When Sarah Pechukas and her husband moved to Provincetown, they found a town that was...
508-360-5103 | www.sarahpechukas.com

THIS WEEK ON THE OUTER CAPE

ELIMINATE FELONY
Wellfleet Discovers — and Freezes — Its First Bobcat

PROVINCE REPORT
While Short Ribs Slimmer, a Kitchen Memoir Takes Shape

MEET THE MAKERS
The Art and Craft of a Small-Town Chocolate Maker

CAPE COD'S FIRST COMMUNITY BANK SINCE 1851
SEAMEN'S BANK

Placement & Pricing

Four ad positions in each space, served equally:

Sidebar Square
\$425/month
Specs: 720 x 720 to display at 360 x 360

Inline Rectangle
\$350/month
Specs: 730 x 372 to display at 365 x 186

Sidebar Sliver
\$200/month
Specs: 720 x 250 to display at 360 x 125

Design & Deadlines

- One ad design is included in the contract. Design changes are billed at \$75 per ad. Or, design your own to our specs.
- Deadline is one week prior to placement on Thursdays. (Otherwise, we'll display your most recent ad.)

File Formatting

Ads should be 150 DPI in RGB color mode. Acceptable formats for ads are .jpeg or .png

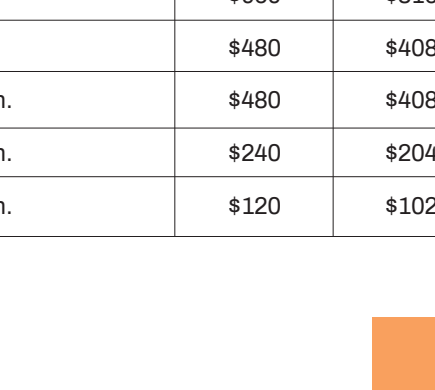
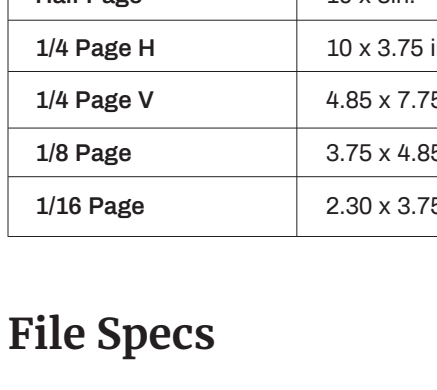
Newsletter Advertising

The Indie's twice-weekly newsletters are curated "best of" previews of the Outer Cape's news, culture, and arts.

Your newsletter message lands alongside coveted content in over 6,000 inboxes of readers near and far and have earned a remarkable open rate of over 60%.

Ad links take readers directly to your website. Two sponsored spots per newsletter available only to our print advertisers.

Pricing:	<ul style="list-style-type: none">• 13 placements: \$150 per ad• 26 placements: \$120 per ad• 39 placements: \$100 per ad• 52 placements: \$80 per ad
Deadlines:	Ads and links are due one week prior to placement.
Specifications:	JPG format, 300 x 300 pixels at 150 dpi.




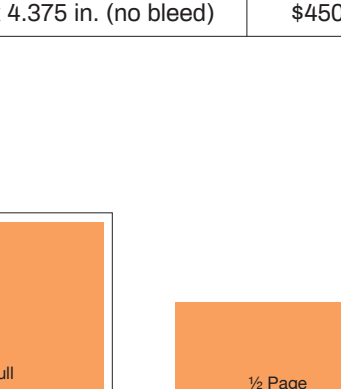

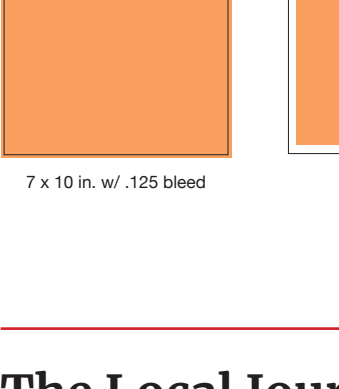
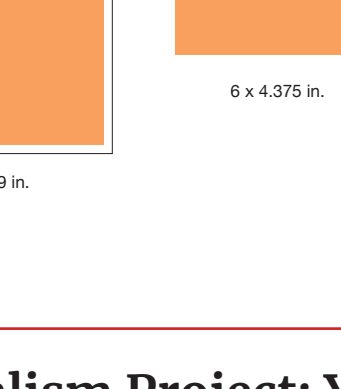

“If there were a Pulitzer for capturing a town’s place and meaning... with a full diversity of tones and tidings, you’d surely be a finalist. I’m so pleased that the *Independent* is my hometown paper.”

Beach/House, Spring 2024

An inspiring collection of home, garden, and design that sums up the art of living on Outer Cape Cod. The place for admiring idealistic architecture, planning a bespoke backyard for bees, or walking through a wild blueberry patch. Here's where you'll meet local artisans, fall asleep in a hammock, and live your beach house dreams.

Size	Dimensions	Open Rate	Regular contract holders receive discounts:			
			13 Week	26 Week	39 Week	52 Week
Back Cover	10 x 16in.	\$2976	\$2,529	\$2,170	\$1,934	\$1,636
Inside Back Cover	10 x 16in.	\$2496	\$2,121	\$1,820	\$1,622	\$1,372
Full Page	10 x 16in.	\$1,920	\$1,632	\$1,440	\$1,248	\$1,056
Half Page	10 x 8in.	\$960	\$816	\$720	\$624	\$528
1/4 Page H	10 x 3.75 in.	\$480	\$408	\$360	\$312	\$264
1/4 Page V	4.85 x 7.75in.	\$480	\$408	\$360	\$312	\$264
1/8 Page	2.40 x 4.85in.	\$240	\$204	\$180	\$156	\$132
1/16 Page	3.75 x 3.75in.	\$120	\$102	\$90	\$78	\$66

File Specs

 <p>Full Page Back Cover Inside Back Cover</p>	 <p>1/2 Page 10 x 7.75 in.</p>	 <p>1/4 Page V 4.85 x 7.75 in.</p>
 <p>1/4 Page H 10 x 3.75 in.</p>	 <p>1/8 Page 4.85 x 3.75 in.</p>	 <p>1/16 Page 2.30 x 3.75 in.</p>

Ad Design Services
Let our talented design team help you make your ad. We charge \$75 per hour for design services. One hour is usually enough time to create an ad.

File Formatting
Full color print-ready ads should be 300 DPI in CMYK color mode. Please submit a high res/print quality PDF.

Publication Date
April 11, 2024

Ad Deadline
March 21, 2024


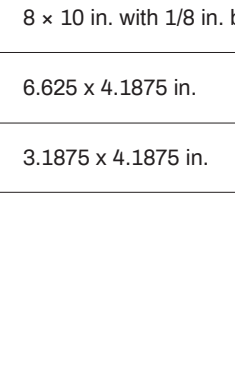
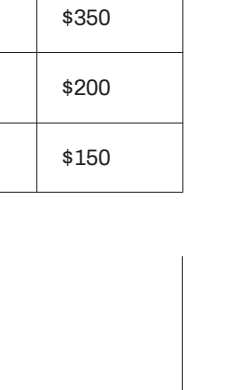

Indie Insider’s Summer Guide

The essential guide to the season — a perfect summer day, the latest in arts and events, hidden pleasures, farmers markets and pop-ups, nature, makers, sweet reads. We'd call it a travel guide, but it's one that everyone — visitors and locals — will keep, read, and share.

Size and Rate

Size	Dimensions	Rate
Back Cover	7 x 10 in. w/ .125 bleed	\$2,800
Centerfold	14 x 10 in. w/ .125 bleed	\$2,500
Inside Front Cover	7 x 10 in. w/ .125 bleed	\$1,800
Inside Back Cover	7 x 10 in. w/ .125 bleed	\$1,800
Full Page	6 x 9 in. (no bleed)	\$1,250
Half Page	6 x 4.375 in. (no bleed)	\$750
1/4 Page	2.875 x 4.375 in. (no bleed)	\$450

File Specs

 <p>Cover Full Page 7 x 10 in. w/ .125 bleed</p>	 <p>Full Page 6 x 9 in.</p>	 <p>1/2 Page 6 x 4.375 in.</p>	 <p>1/4 Page 2.875 x 4.375 in.</p>
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Ad Design Services
Let our talented design team help you make your ad. We charge \$75 per hour for design services. One hour is usually enough time to create an ad.

File Formatting
Full color print-ready ads should be 300 DPI in CMYK color mode. Please submit a high res/print quality PDF.

Publication Date
May 23, 2024

Ad Deadline
April 25, 2024

The Local Journalism Project: Young Voices

A yearly collection that honors the work of the Indie's next-generation journalists. Published with the Thanksgiving issue of the Provincetown Independent.

Size	Dimensions	Rate
Back Cover	8 x 10 in. with 1/8 in. bleed	\$600
Inside Back Cover	8 x 10 in. with 1/8 in. bleed	\$500
Inside Front Cover	8 x 10 in. with 1/8 in. bleed	\$500
Full Page	8 x 10 in. with 1/8 in. bleed	\$350
1/2 Page	6.625 x 4.1875 in.	\$200
1/4 Page	3.1875 x 4.1875 in.	\$150

File Specs

 <p>Back Cover Inside Back/Front Cover Full Page 8 x 10 in. w/ .125 bleed</p>	 <p>1/2 Page 6.625 x 4.1875 in.</p>	 <p>1/4 Page 3.1875 x 4.1875 in.</p>
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Publication Date
November 28, 2024

Ad Deadline
November 1, 2024

Contact Us

“I read my Indie cover to cover. Even the ads!”

Your ad supports an independent, truth-seeking, grassroots democracy cause: Fresh, hometown, independent journalism.

The Provincetown INDEPENDENT

237 Commercial Street, Provincetown, MA 02657
www.provincetownindependent.org

For Provincetown advertisers

Cooper Joseph
cooper@provincetownindependent.org
(410) 387-5773

For Truro, Wellfleet, Eastham, and Orleans advertisers

Hannah Oakland
hannah.oakland@provincetownindependent.org
(917) 545-0261

All other advertising inquiries

Emma Doyle
emma@provincetownindependent.org
(508) 237-8381

