



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

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 clickable. Online ad spaces are limited and reserved for those holding print ad contracts with us.

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.

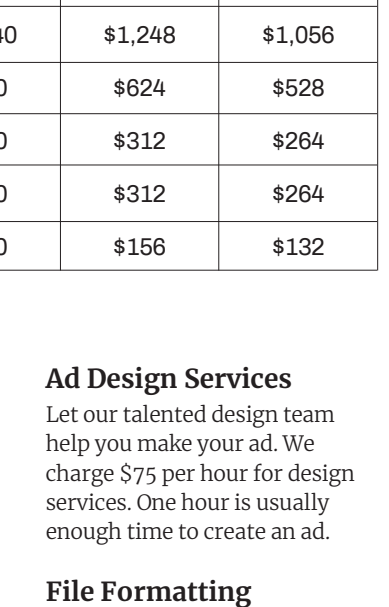
- Pricing:**
- 13 placements: \$150 per ad
 - 26 placements: \$120 per ad
 - 39 placements: \$100 per ad
 - 52 placements: \$80 per ad

Deadlines: Ads and links are due one week prior to placement.

Specifications: JPG format, 300 x 300 pixels at 150 dpi.

Beach/House, Fall 2024

Our fall home, garden, and design collection is about the inspired interiors, creative spaces, and autumn landscapes the Outer Cape relishes as the quiet season approaches. It's a place to meet local artists and craftspeople, gather around the hearth, and live your beach house dreams.



Size and Rate

Size	Dimensions	Open Rate	Regular contract holders receive discounts:			
			13 Week	26 Week	39 Week	52 Week
Back Cover	10 x 16in.	\$2,976	\$2,529	\$2,170	\$1,934	\$1,636
Inside Back Cover	10 x 16in.	\$2,496	\$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	3.75 x 4.85in.	\$240	\$204	\$180	\$156	\$132

File Specs

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
September 26, 2024

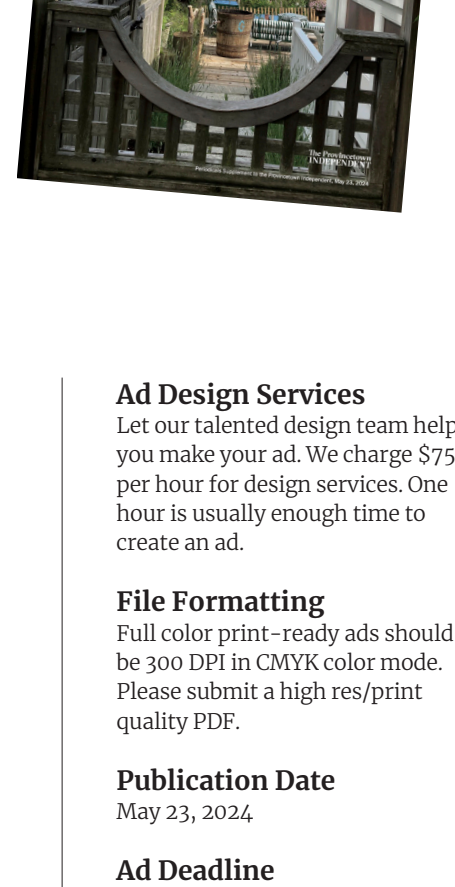
Ad Deadline
August 30, 2024

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	7.25 x 10 in. w/ .125 bleed	\$2,800
Centerfold	14.5 x 10 in. w/ .125 bleed	\$2,500
Inside Front Cover	7.25 x 10 in. w/ .125 bleed	\$1,800
Inside Back Cover	7.25 x 10 in. w/ .125 bleed	\$1,800
Full Page	6.25 x 9 in. (no bleed)	\$1,250
Half Page	6.25 x 4.375 in. (no bleed)	\$750
1/4 Page	3 x 4.375 in. (no bleed)	\$450



File Specs

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. Delivered 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

File Formatting

Full color print—ready ads should be 300 DPI in CMYK color mode. Acceptable formats for print ads are PDF.

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 - 410-387-5773
cooper@provincetownindependent.org

For Truro and Wellfleet advertisers
Martine Taylor - 781-258-9029
martine@provincetownindependent.org

For Eastham and Orleans advertisers
Hannah Oakland - 917-545-0261
hannah.oakland@provincetownindependent.org

All other advertising inquiries
Emma Doyle - 508-237-8381
emma@provincetownindependent.org