



2025 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 is good for business and good for the community
- Reach the whole Outer Cape every week
- Our weekly paid circulation is over 6,000 copies — we're the most widely read Outer Cape weekly!
- Be seen on our website with over 160,000 page views/mo.
- And in our weekly e-news update with 7,000 readers and a 65% open rate
- Keep your ad dollars here in the community, supporting year-round jobs and rebuilding local journalism.

Weekly Print Advertising: Sizes and Rates

Size	Dimensions	Open	13x	26x	39x	52x
Full Page	10 x 16 in.	\$1,660	\$1,440	\$1,280	\$1,100	\$955
Junior Page	7.95 x 12 in.	\$995	\$865	\$755	\$680	\$570
1/2 Page Vertical	7.95 x 10 in.	\$830	\$720	\$630	\$550	\$475
1/2 Page Horizontal	10 x 8 in.	\$830	\$720	\$630	\$550	\$475
1/4 Page V	5.9 x 7 in.	\$485	\$420	\$370	\$320	\$280
1/4 Page H	10 x 4 in.	\$460	\$400	\$350	\$310	\$265
1/8 Page V	3.85 x 5 in.	\$230	\$200	\$175	\$155	\$135
1/8 Page H	5.9 x 3 in.	\$210	\$180	\$160	\$140	\$120
1/10 Page	3.85 x 4 in.	\$185	\$160	\$140	\$125	\$105
Large Card	3.85 x 3 in.	\$140	\$120	\$110	\$95	\$80
Business Card	3.85 x 2 in.	\$95	\$80	\$70	\$60	\$55
Vertical Card	1.8 x 3 in.	\$70	\$60	\$55	\$45	\$40

Rates shown are price per ad

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 160,000 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.

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 375
to display at 362 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 7,000 inboxes of readers near and far and have earned a remarkable open rate of 65%.

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

An inspiring collection of home, garden, and design that sums up the art of living on Outer Cape Cod. Featuring special seasonal stories and photography and printed on high quality ultra white paper. Delivered with the Indie once each spring and fall.

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.	\$2,975	\$2,600	\$2,200	\$2,000	\$1,800
Inside Back Cover	10 x 16in.	\$2,500	\$2,200	\$1,850	\$1,700	\$1,450
Full Page	10 x 16in.	\$1,950	\$1,700	\$1,475	\$1,250	\$1,075
Half Page	10 x 8in.	\$975	\$875	\$750	\$675	\$550
1/4 Page H	10 x 3.75 in.	\$500	\$450	\$385	\$350	\$275
1/4 Page V	4.85 x 7.75in.	\$500	\$450	\$385	\$350	\$275
1/8 Page	4.85 x 3.75 in.	\$275	\$225	\$200	\$175	\$150

Rates shown are price per ad

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.

Pub Date:
April 17, 2025
September 25, 2025

Ad Reservations:
March 20, 2025
August 28, 2025

Press Ready Ads:
April 1, 2025
September 8, 2025

Indie Insider's Summer Guide

The essential guide to the season — a perfect summer day, the latest in arts and events, hidden pleasures, and farmers markets and pop-ups, nature, makers, sweet treats. 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 x 8.75 in. (no bleed)	\$1,250
Half Page	6 x 4.15 in. (no bleed)	\$750
1/4 Page	2.8 x 4.15 in. (no bleed)	\$450

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.

Pub Date:
May 29, 2025

Ad Reservations:
April 4, 2025

Press Ready Ads Due:
April 18, 2025

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	\$950
Inside Back Cover	8 x 10 in. with 1/8 in. bleed	\$750
Inside Front Cover	8 x 10 in. with 1/8 in. bleed	\$750
Full Page	8 x 10 in. with 1/8 in. bleed	\$420
1/2 Page	6.625 x 4.1875 in.	\$240
1/4 Page	3.1875 x 4.1875 in.	\$180

Cover Art: a detail of a Bob Henry painting

File Specs

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

Pub Date:
November 27, 2025

Ad Reservations:
October 16, 2025

Press Ready Ads Due:
November 3, 2025

Contact Us

For Provincetown advertisers
Cooper Joseph - 410-387-5773
cooper@provincetownindependent.org

For Truro, Wellfleet, Eastham, and Orleans
Martine Taylor - 781-258-9029
martine@provincetownindependent.org

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

Visit us
237 Commercial Street, Provincetown, MA 02657

"I read my Indie cover to cover. Even the ads!"

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

The Provincetown INDEPENDENT

www.provincetownindependent.org