

# 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.

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### Contact Us

#### For Provincetown advertisers

Alison Blake – 925 – 395 -1132  
alison@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

- 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
<b>Full Page</b>	10 × 16 in.	\$1,660	\$1,440	\$1,260	\$1,100	\$955
<b>Junior Page</b>	7.95 × 12 in.	\$995	\$865	\$755	\$660	\$570
<b>1/2 Page Vertical</b>	7.95 × 10 in.	\$830	\$720	\$630	\$550	\$475
<b>1/2 Page Horizontal</b>	10 × 8 in.	\$830	\$720	\$630	\$550	\$475
<b>1/4 Page V</b>	5.9 × 7 in.	\$485	\$420	\$370	\$320	\$280
<b>1/4 Page H</b>	10 × 4 in.	\$460	\$400	\$350	\$310	\$265
<b>1/8 Page V</b>	3.85 × 5 in.	\$230	\$200	\$175	\$155	\$135
<b>1/8 Page H</b>	5.9 × 3 in.	\$210	\$180	\$160	\$140	\$120
<b>1/10 Page</b>	3.85 × 4 in.	\$185	\$160	\$140	\$125	\$105
<b>Large Card</b>	3.85 × 3 in.	\$140	\$120	\$110	\$95	\$80
<b>Business Card</b>	3.85 × 2 in.	\$95	\$80	\$70	\$60	\$55
<b>Vertical Card</b>	1.8 × 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.

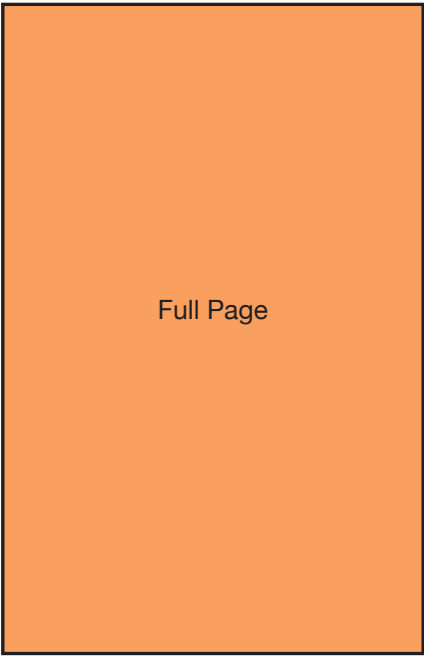
## Ad Design Services

Advertisers entering contracts receive free design services for one ad.

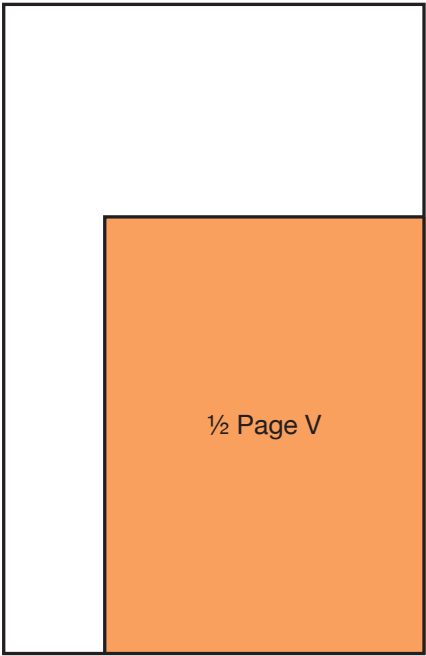
If you need help with additional ads or ad changes, let our talented design team make them for you. We charge \$75 per hour for design services. One hour is usually enough time to create one ad.

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.

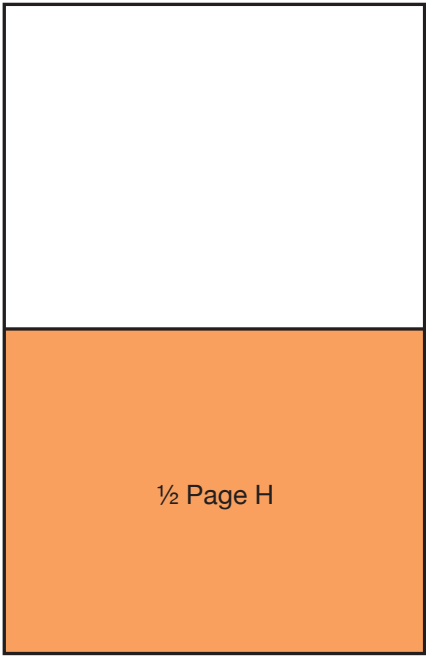
# Weekly Print Advertising: Sizes and Specs



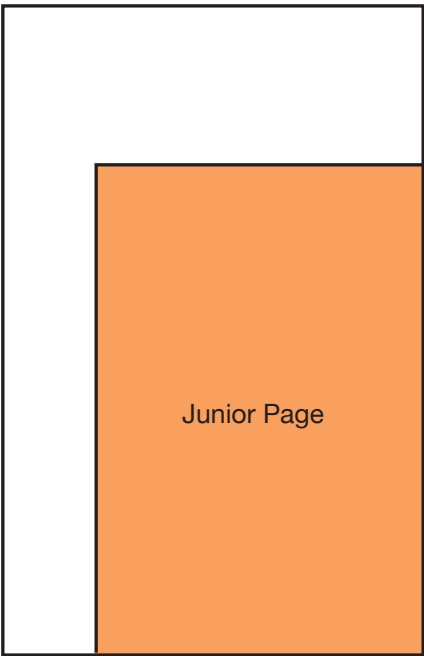
Full Page 10 x 16 in.



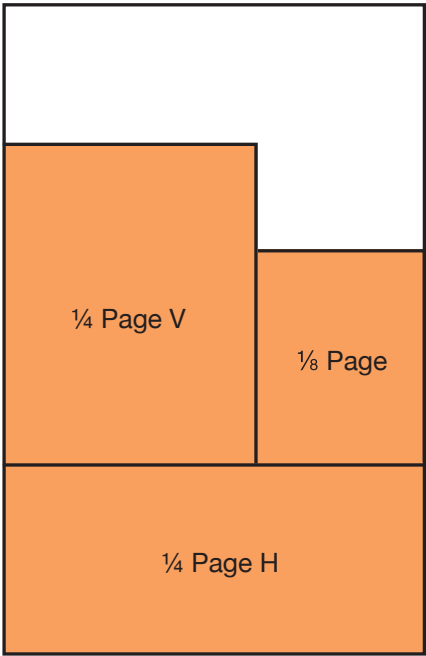
1/2 Page V 7.95 x 10 in.



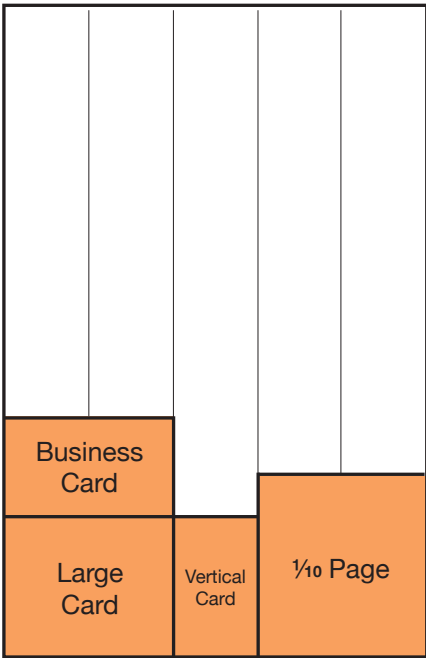
1/2 Page H 10 x 8 in.



3/5 Page 7.95 x 12 in.



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.



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.

# 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.

### TOP STORIES

**TRANSPORTATION**  
**CCRTA Opts Out of State Grant for Free Rides**  
Public transportation will be free in the new year for hundreds of thousands of riders statewide who rely on their regional transit authorities to get around. But... »

**RADIOACTIVITY**  
**Pilgrim Worker Claims He Was Poisoned by Radiation**  
LYMOUTH — A 41-year-old worker assigned to the decommissioning of the Pilgrim Nuclear Power Station for several months in 2021 claims he was poisoned by radiation... »

### Arts & Minds

**ARTISTS' BLOCKS**  
**Japanese Woodblock Printing: A Workshop**  
BY EVE SAMAHA  
NOV 20, 2024

**PAINTING**  
**An Artist on the Move**  
BY PAT KEARNS  
NOV 20, 2024

**CURVES**  
**Cole Cook's Sensual Low-Tide Sculptures**  
BY PAT KEARNS  
NOV 20, 2024

**THINGNESS**  
**Seeing the Materiality of Everyday Life**  
BY ABRAHAM STORER  
NOV 20, 2024

[See more Arts & Minds »](#)

**PLENTY OF TURKEYS**  
**'Systems Issue' Empties Shelves at Stop & Shop**  
PROVINCETOWN — On a windy Tuesday night here, shoppers who walked through the green light that runs across the entrance to Stop & Shop on Shank Painter Road... »

**AT THE LIBRARY**  
**A Leaky Roof Gets Repaired for a Second Time**  
EASTHAM — When Library Director Melanie McKenzie came to work on Sept. 23, she found the area around the circulation desk flooded. There had been a torrential... »

**SCHOOL HOUSE GALLERY**  
494 Commercial Street, Provincetown | gallery@schoolhouse.com

**BUDGET BLINDS**  
THIS SALE ONLY!  
HunterDouglas and LUTRON  
15% OFF  
Save 25% on all other window treatments  
Schedule your free in-home consultation  
Call 508-432-2107  
\*Some restrictions apply. Call office for details. Offer expires 9/15/2024

**Wellfleet Preservation Hall**  
CELEBRATING ARTS, CULTURE & COMMUNITY  
For tickets and information on all events, head to our website: [wellfleetpreservationhall.org](http://wellfleetpreservationhall.org)  
508-349-1800 | 335 Main Street, Wellfleet

**Checking Accounts without the hidden fees.**  
Learn More  
CAPE COD 5  
Member FDIC

← Inline Rectangle  
Sidebar Sliver →  
Sidebar Square →

## Placement & Pricing

Four ad positions in each space, served equally:

### Sidebar Square

\$425/month

**Specs:** 720 × 720

to display at 360 × 360

### Inline Rectangle

\$350/month

**Specs:** 730 × 372

to display at 365 × 186

### Sidebar Sliver

\$200/month

**Specs:** 720 × 250

to display at 360 × 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.



"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."

## The Provincetown INDEPENDENT

Growing herbs for drinking. Lavishing olive oil on a humble bean. Listening to a dog with grand illusions. Wondering why a prairie bird would wander back to Cape Cod.

What's your cup of tea [this weekend?](#)

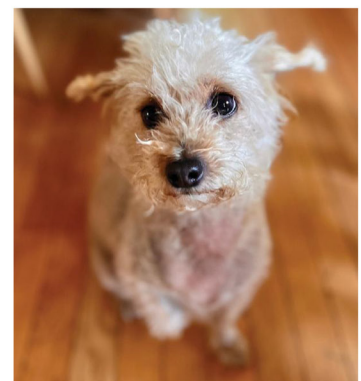


Tisanes made with herbs from the garden "blur the line between smelling something and tasting it," writes gardener Stephen Orr. "Their fragrance transports me to another time and place — usually midsummer. And as we head into the nongardening months, that is where my mind will be firmly rooted till next spring."

[Make a garden in a cup.](#)



A warm winter salad that stars what Paul Sullivan calls "the Joni Mitchell of legumes." [This is the chickpea at its earthy, soulful best.](#)



James Judd, our in-house animal communicator, discusses [end-of-season annul with Little Edie](#). The Yorkiepo, not the Bouvier-Kennedy cousin. But it's a conversation that will have you watching *Grey Gardens* for the umpteenth time.

# 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

Full Page  
Back Cover  
Inside  
Back Cover

10 x 16 in.

1/2 Page

10 x 7.75 in.

1/4 Page V

4.85 x 7.75 in.

1/4 Page H

10 x 3.75 in.

1/8 Page

4.85 x 3.75 in.

### 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:

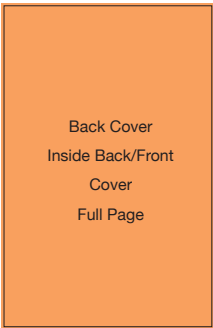
April 1, 2025  
September 8, 2025

# The Local Journalism Project: Young Voices

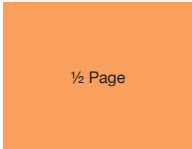
A yearly collection that honors the work of the Indie’s next-generation journalists.  
Delivered with the Thanksgiving issue of the Provincetown Independent.

Size	Dimensions	Rate
Back Cover	8 × 10 in. with 1/8 in. bleed	\$950
Inside Back Cover	8 × 10 in. with 1/8 in. bleed	\$750
Inside Front Cover	8 × 10 in. with 1/8 in. bleed	\$750
Full Page	8 × 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

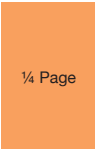
## File Specs



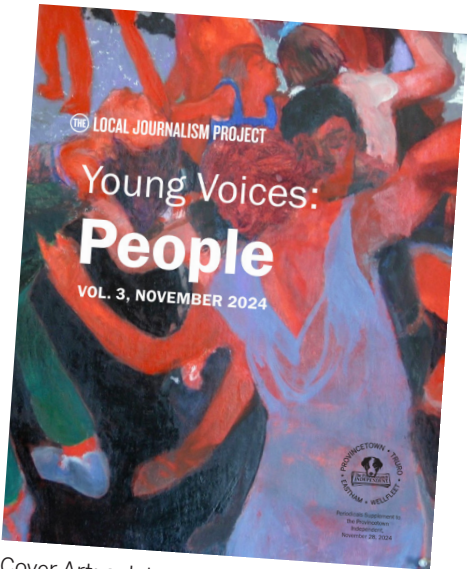
8 x 10 in. w/ .125 bleed



½ Page  
6.625 x 4.1875 in.



¼ Page  
3.1875 x 4.1875 in.



Cover Art: a detail of a Bob Henry painting

### 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