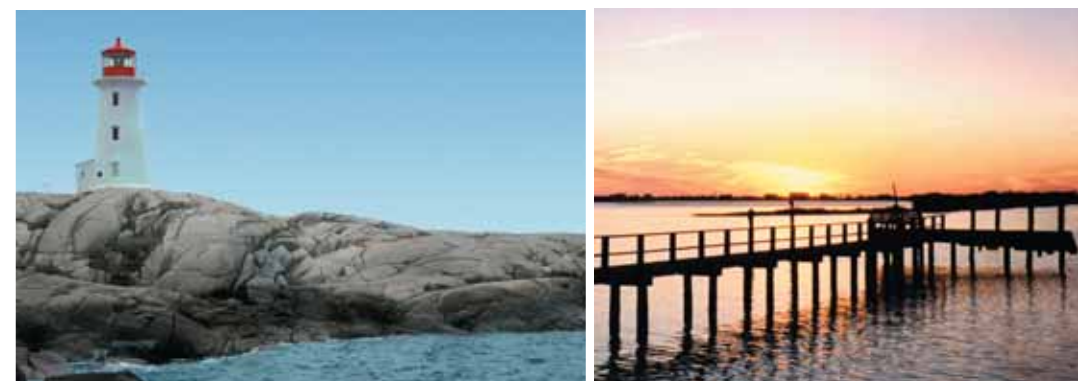




# Other Information

## Circulation & Deadlines:

- **Mainely Marketplace Classifieds** - advertising deadline Friday at 5p.m. the week before publication)
- **Biddeford-Saco-Old Orchard Beach Courier** reaches every home in Biddeford, Saco and Old Orchard Beach with a circulation of **22,500**. Advertising deadlines are Mondays at 5:00 p.m. for that Thursday's publication.
- **South Portland/Cape Elizabeth Sentry** - Mailed to all of South Portland and bulk dropped in several locations in Cape Elizabeth with a circulation of **13,500**. Advertising deadlines are Mondays at 5:00 p.m. for that Friday's publication.
- **Scarborough Leader** - Mailed to all of Scarborough with a circulation of **9,000**. Advertising deadlines are Tuesdays at 2:00 p.m. for that Friday's publication.
- **Kennebunk Post** - Mailed to all of Kennebunk, Kennebunkport and Arundel with a circulation of **11,000**. Advertising deadlines are Mondays at 12:00 noon for that Friday's publication.
- **Register-Gazette Marketplace** - Mailed to all of Sanford and Springvale with a circulation of **11,000**. Advertising deadlines are Fridays at 5:00 p.m. for the following Thursday's publication.
- **Making It At Home** - Mailed to all of Wells, Ogunquit and Moody with a circulation of **8,000**. Advertising deadlines are Fridays at 5:00 p.m. for the following Thursday's publication.



### (ROP) Column Measurements:

- 1 column: 9.5 picas or 1<sup>7/16</sup> inches
- 2 column: 20 picas or 3<sup>5/16</sup> inches
- 3 column: 30.5 picas or 5<sup>1/16</sup> inches
- 4 column: 41 picas or 6<sup>13/16</sup> inches
- 5 column: 51.5 picas or 8<sup>9/16</sup> inches
- 6 column: 62 picas or 10<sup>5/16</sup> inches
- Pg. Depth: 16 ins. Width: 10<sup>5/16</sup> ins

### Classified Column Measurements:

- 1 column: 8.5 picas or 1<sup>7/16</sup> inches
- 2 column: 17.5 picas or 2<sup>7/8</sup> inches
- 3 column: 26.5 picas or 4<sup>3/8</sup> inches
- 4 column: 35.5 picas or 5<sup>7/8</sup> inches
- 5 column: 44.5 picas or 7<sup>3/8</sup> inches
- 6 column: 53.5 picas or 8<sup>7/8</sup> inches
- 7 column: 63.5 picas or 10<sup>3/8</sup> inches

### Contact Information:

(207) 282-4337  
 FAX: (207) 282-4339  
**MAILING ADDRESS:**  
 P.O. Box 1894, Biddeford, ME 04005  
**PHYSICAL ADDRESS:**  
 180 Main St., Biddeford, ME 04005  
**HOURS:** M-F 8am - 5pm  
**General manager**  
 ads@mainelymediallc.com  
**COURIER:** biddads@inthecourier.com  
 sacoads@inthecourier.com

**LEADER:** ads@scarboroughleader.com

**SENTRY:** ads@inthesentry.com

**POST:** ads@kennebunkpost.com

**REGISTER- GAZETTE MARKETPLACE:**  
ads@intheregister.com

**MAKING IT AT HOME:** miah@gwi.net

**Credit Policy:** All new accounts must pay first four weeks in advance, then can be billed monthly. All Classified line ads and small box ads are on a prepay basis only.

**Minimum Ad Size:** There is a 4-inch minimum ad size in the Display (ROP) section.

**Placement Request/Guarantees:** While we will try to satisfy the request of all advertisers; we only guarantee placement with a 25% additional charge.

## ADVERTISING RATES & INFORMATION



### Publishers of the:

- Biddeford-Saco-OOB Courier
- Scarborough Leader
- South Portland/Cape Elizabeth Sentry
- Kennebunk Post
- Register-Gazette Marketplace
- Coastal Scene
- Making It At Home

**Delivering 75,000 community newspapers to York and Cumberland Counties every week.**

PO Box 1894, 180 Main St. Biddeford, ME 04005

# 282-4337



# Display Advertising Rates (ROP)

## Ad rates per column inch for Courier

Open rate .....	\$11.80	Non-profit rate.....	\$9.10
Consecutive weeks			
3 - 9.....	\$10.30	26 - 51.....	\$9.10
10 -25 .....	\$9.55	52 .....	\$8.40

## Ad rates per column inch for Leader

Open rate .....	\$9.20	Non-profit rate.....	\$7.40
Consecutive weeks			
3 - 9.....	\$8.55	26 - 51.....	\$7.40
10 -25 .....	\$8.00	52 .....	\$6.75

## Ad rates per column inch for Sentry

Open rate .....	\$12.30	Non-profit rate.....	\$9.70
Consecutive weeks			
3 - 9.....	\$11.35	26 - 51.....	\$9.70
10 -25 .....	\$10.55	52 .....	\$8.80

## Ad rates per column inch for Post

Open rate .....	\$9.40	Non-profit rate.....	\$7.50
Consecutive weeks			
3 - 9.....	\$8.80	26 - 51.....	\$7.50
10 -25 .....	\$8.00	52 .....	\$6.95

## Ad rates per column inch for Register-Gazette

Open rate .....	\$9.65	Non-profit rate.....	\$7.75
Consecutive weeks			
3 - 9.....	\$9.10	26 - 51.....	\$7.75
10 -25 .....	\$8.30	52 .....	\$7.25

## Ad rates per column inch for Making It At Home

Open rate .....	\$8.55	Non-profit rate.....	\$6.85
Consecutive weeks			
3 - 9.....	\$7.50	26 - 51.....	\$6.85
10 -25 .....	\$7.25	52 .....	\$6.40

• **COLOR CHARGES** (Spot or Full Color) -  
 1/4 PAGE ADS AND LARGER \$130 PER PAPER  
 SMALLER THAN A 1/4 PAGE \$80 PER PAPER

## Any 2 Papers

Open rate .....	\$17.70
Consecutive weeks	
3 - 9.....	\$16.50
10 -25.....	\$15.80
26 - 51 .....	\$15.10
52 .....	\$14.30
Non-profit rate.....	\$15.10

## Any 3 Papers

Open rate .....	\$25.50
Consecutive weeks	
3 - 9.....	\$24.00
10 -25.....	\$23.00
26 - 51 .....	\$22.10
52 .....	\$21.50
Non-profit rate.....	\$22.10

## Any 4 Papers

Open rate .....	\$32.40
Consecutive weeks	
3 - 9.....	\$30.70
10 -25.....	\$30.00
26 - 51 .....	\$29.25
52 .....	\$28.70
Non-profit rate.....	\$29.25

## Any 5 Papers

Open rate .....	\$38.35
Consecutive weeks	
3 - 9.....	\$36.50
10 -25.....	\$35.95
26 - 51 .....	\$35.00
52 .....	\$32.55
Non-profit rate.....	\$35.00

## All 6 Papers

Open rate .....	\$44.10
Consecutive weeks	
3 - 9.....	\$42.35
10 -25.....	\$41.80
26 - 51 .....	\$40.95
52 .....	\$38.30
Non-profit rate.....	\$40.95



## Classified Advertising Rate

<b>Courier</b> Open Rate \$9.50 Consecutive Weeks 3-9 ..... \$8.80 10-25..... \$8.00 26-51..... \$7.45 52 weeks ..... \$6.95	<b>Post</b> Open Rate \$8.25 Consecutive Weeks 3-9 ..... \$7.60 10-25..... \$7.10 26-51..... \$6.70 52 weeks ..... \$6.10	<b>Any 2 Papers</b> Open Rate \$11.35 Consecutive Weeks 3-9..... \$10.85 10-25..... \$10.35 26-51..... \$9.85 52 weeks ..... \$9.45
<b>Leader</b> Open Rate \$7.50 Consecutive Weeks 3-9 ..... \$6.90 10-25..... \$6.40 26-51..... \$6.00 52 weeks ..... \$5.55	<b>Register-Gazette Marketplace</b> Open Rate \$8.25 Consecutive Weeks 3-9 ..... \$7.60 10-25..... \$7.10 26-51..... \$6.70 52 weeks ..... \$6.10	<b>Any 3 Papers</b> Open Rate \$14.35 Consecutive Weeks 3-9..... \$13.85 10-25..... \$13.35 26-51..... \$12.85 52 weeks ..... \$12.45
<b>Sentry</b> Open Rate \$9.50 Consecutive Weeks 3-9 ..... \$8.50 10-25..... \$8.00 26-51..... \$7.45 52 weeks ..... \$6.95	<b>Making It At Home</b> Open Rate \$7.10 Consecutive Weeks 3-9 ..... \$6.50 10-25..... \$6.00 26-51..... \$5.60 52 weeks ..... \$5.10	<b>Any 4 Papers</b> Open Rate \$17.35 Consecutive Weeks 3-9..... \$16.85 10-25..... \$16.35 26-51..... \$15.85 52 weeks ..... \$15.45
		<b>Any 5 Papers</b> Open Rate \$20.35 Consecutive Weeks 3-9..... \$19.85 10-25..... \$19.35 26-51..... \$18.85 52 weeks ..... \$18.45
		<b>Any 6 Papers</b> Open Rate \$23.35 Consecutive Weeks 3-9..... \$22.85 10-25..... \$22.35 26-51..... \$21.85 52 weeks ..... \$21.45

## SINGLE SHEET INSERT RATES:

<b>8<sup>1/2</sup> x 11 Sheet:</b> <small>(standard weight paper)</small>	<b>Courier</b> ■ 1-4 weeks ..... \$45 per 1000 ■ 5-10 weeks ..... \$43 per 1000 ■ 11-25 weeks ..... \$41 per 1000 ■ 26-52 weeks ..... \$39 per 1000	<b>Leader</b> ■ 1-4 weeks ..... \$49 per 1000 ■ 5-10 weeks ..... \$47 per 1000 ■ 11-25 weeks ..... \$45 per 1000 ■ 26-52 weeks ..... \$43 per 1000	<b>Sentry</b> ■ 1-4 weeks ..... \$49 per 1000 ■ 5-10 weeks ..... \$47 per 1000 ■ 11-25 weeks ..... \$45 per 1000 ■ 26-52 weeks ..... \$43 per 1000	
	<b>Register-Gazette</b> ■ 1-4 weeks ..... \$49 per 1000 ■ 5-10 weeks ..... \$47 per 1000 ■ 11-25 weeks ..... \$45 per 1000 ■ 26-52 weeks ..... \$43 per 1000	<b>Post</b> ■ 1-4 weeks ..... \$49 per 1000 ■ 5-10 weeks ..... \$47 per 1000 ■ 11-25 weeks ..... \$45 per 1000 ■ 26-52 weeks ..... \$43 per 1000	<b>Making It At Home</b> ■ 1-4 weeks ..... \$49 per 1000 ■ 5-10 weeks ..... \$47 per 1000 ■ 11-25 weeks ..... \$45 per 1000 ■ 26-52 weeks ..... \$43 per 1000	

\* For Inserts larger than a single sheet please call for price quote.