



# RATE CARD

“Reporting only the news  
you want to read”

## SERVING

Cape Neddick, Eliot, Kittery, Kittery Point, Moody, Ogunquit, North Berwick, South Berwick, Wells, York, and York Harbor (Arundel, Berwick, The Kennebunks temporarily suspended)

***Reaching over 90,000 readers weekly when at full circulation.***

## RATES

Open Rate ... \$13.00 per column inch

2-4 times within a 90 day period ... \$12.00 per col. inch

5 or more times within 6 months ... \$11.00 per col. inch

Color Charges: Based on ad size. Call for details.

## CLASSIFIED RATE

\$2.00 per line (5 line minimum – roughly 28 characters per line)

(Prepaid only, \$10 minimum charge if using a credit card)

Boxed/Bordered: Based on ad size. Call for details.

## OBITUARIES

The first 200 words with picture is complimentary. Each additional word costs \$0.75 and will be billed to the funeral home from which the document was received. Due to limited spacing, publication is prioritized for those that have dated services to attend.

## PAGE DIMENSIONS

1 Column width = 1.9”, 2 Col. = 3.9”, 3 Col. = 5.9”, 4 Col. = 7.9”, 5 Col. = 10”

Full page height = 15”, Half page height = 7.5”

## GENERAL INFORMATION

- **Deadline:** Material must be in by 12 noon on the Monday prior to publication.
- **Sending Files:** PDFs with fonts embedded, CMYK, 300 resolution, are preferred. Please email ads or ad material to: [ads@theweeklysentinel.com](mailto:ads@theweeklysentinel.com)
- **Questions:** Call 207-646-8448 or 1-877-646-8448

Errors/Omissions: If the Sentinel is responsible for an error in the advertisement, the price may be reduced in proportion to that error or may be rerun at no charge depending on the severity of the error. The Sentinel shall not be liable for damages arising out of errors or non-insertion of any advertisement beyond the amount paid for the space actually occupied by that portion of the ad in which the error occurred, whether such error is due to the negligence of Sentinel employees or otherwise.

Rate Policy: Rates and conditions subject to change with 30 days written notice.

Last Updated: November 7, 2023

# **WS Retail Ad Sizes**

3 column x 10"

Open:	30 x \$13 = \$390
2-4 Times in 3 Months:	30 x \$12 = \$360
5+ Times in 6 Months:	30 x \$11 = \$330

2 column x 3"

Open:	6 x \$13 = \$78
2-4 Times in 3 Months:	6 x \$12 = \$72
5+ Times in 6 Months:	6 x \$11 = \$66

1 column x 2"

Flat Rate: \$26

# WS Retail Ad Sizes

1 column x 4"

2 column x 2"

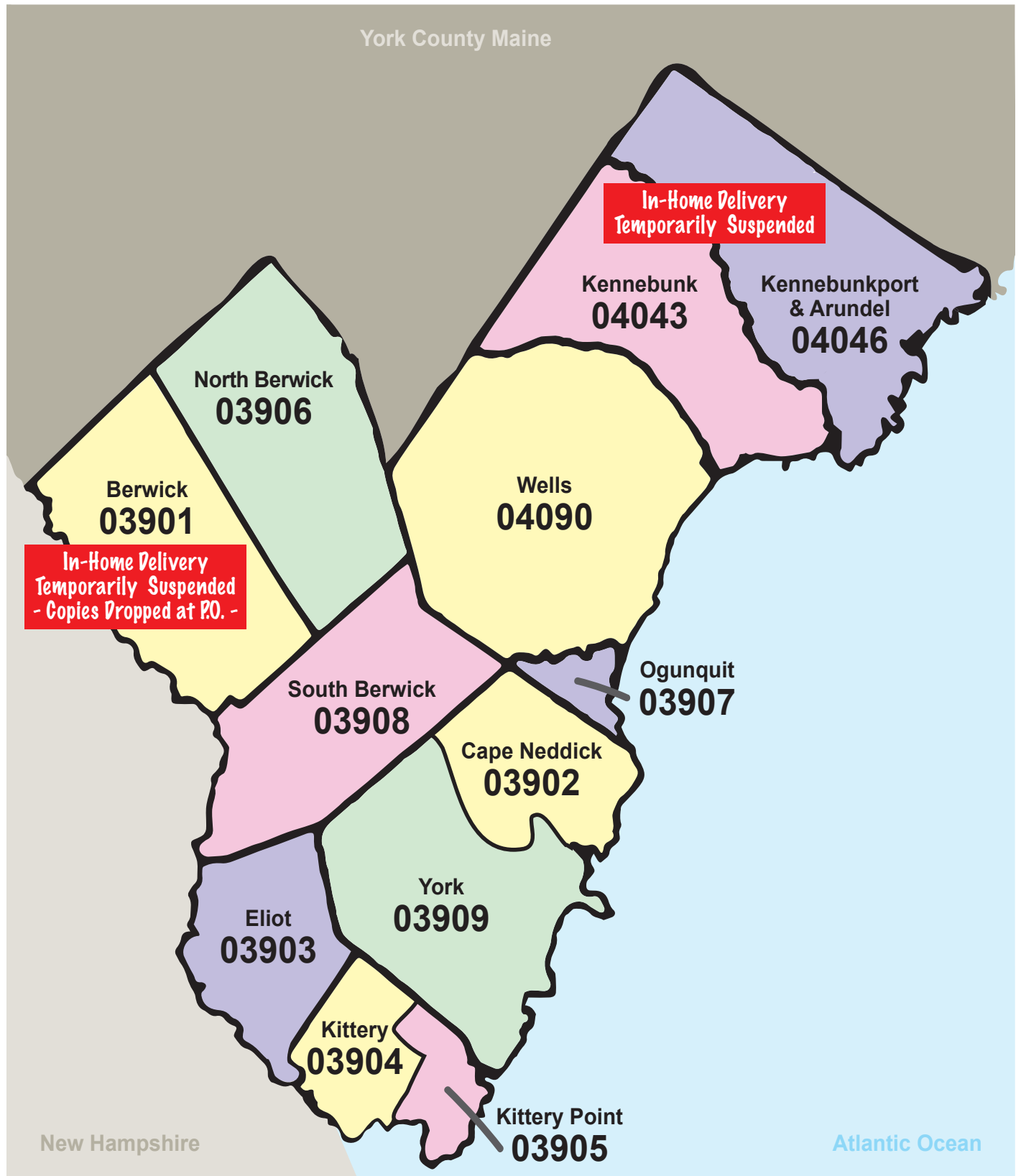
Open: 4 x \$13 = \$52  
2-4 Times in 3 Months: 4 x \$12 = \$48  
5+ Times in 6 Months: 4 x \$11 = \$44

2 column x 6"

Open: 12 x \$13 = \$156  
2-4 Times in 3 Months: 12 x \$12 = \$144  
5+ Times in 6 Months: 12 x \$11 = \$132

3 column x 4"

York County Maine



**In-Home Delivery  
Temporarily Suspended  
- Copies Dropped at P.O. -**

**In-Home Delivery  
Temporarily Suspended**

New Hampshire

Atlantic Ocean

# WEEKLY SENTINEL MAIL COUNTS

AS OF 1/3/23

TOWN	ZIP	COUNT	
ELIOT	03903	3046	<b>1758</b>
<del>BERWICK</del>	<del>03901</del>	<del>3014</del>	
NO. BERWICK	03906	1871	<b>1198</b>
SO. BERWICK	03908	3090	✓
OGUNQUIT	03907	1127	✓
MOODY	04054	597	✓
KITTERY POINT	03905	1086	✓
KITTERY	03904	4321	<b>1815</b>
YORK	03909	6477	✓
(includes Cape Neddick)	03902		
WELLS	04090	6591	<b>4969</b>
<del>KENNEBUNK</del>	<del>04043</del>	<del>5893</del>	
<del>(includes West Kennebunk)</del>			
<del>KENNEBUNKPORT</del>	<del>04046</del>	<del>2945</del>	
TOTAL		40058	<b>22117</b>

PLUS 2350 STREET COPIES AND ONLINE VERSION