



RATE CARD

“Reporting Southern
York County’s Good News”

SERVING

Cape Neddick, Eliot, Kittery, Kittery Point, Kennebunk, Moody, Ogunquit, North Berwick, South Berwick, Wells, York, and York Harbor (Arundel, Berwick, Kennebunkport 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 \$1.25 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 = 2”, 2 Col. = 4”, 3 Col. = 6”, 4 Col. = 8”, 5 Col. = 10”

Full page dimensions = 10”w x 15”h, Half page dimensions = 10”w x 7.5”h

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
- 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: August 8, 2025

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

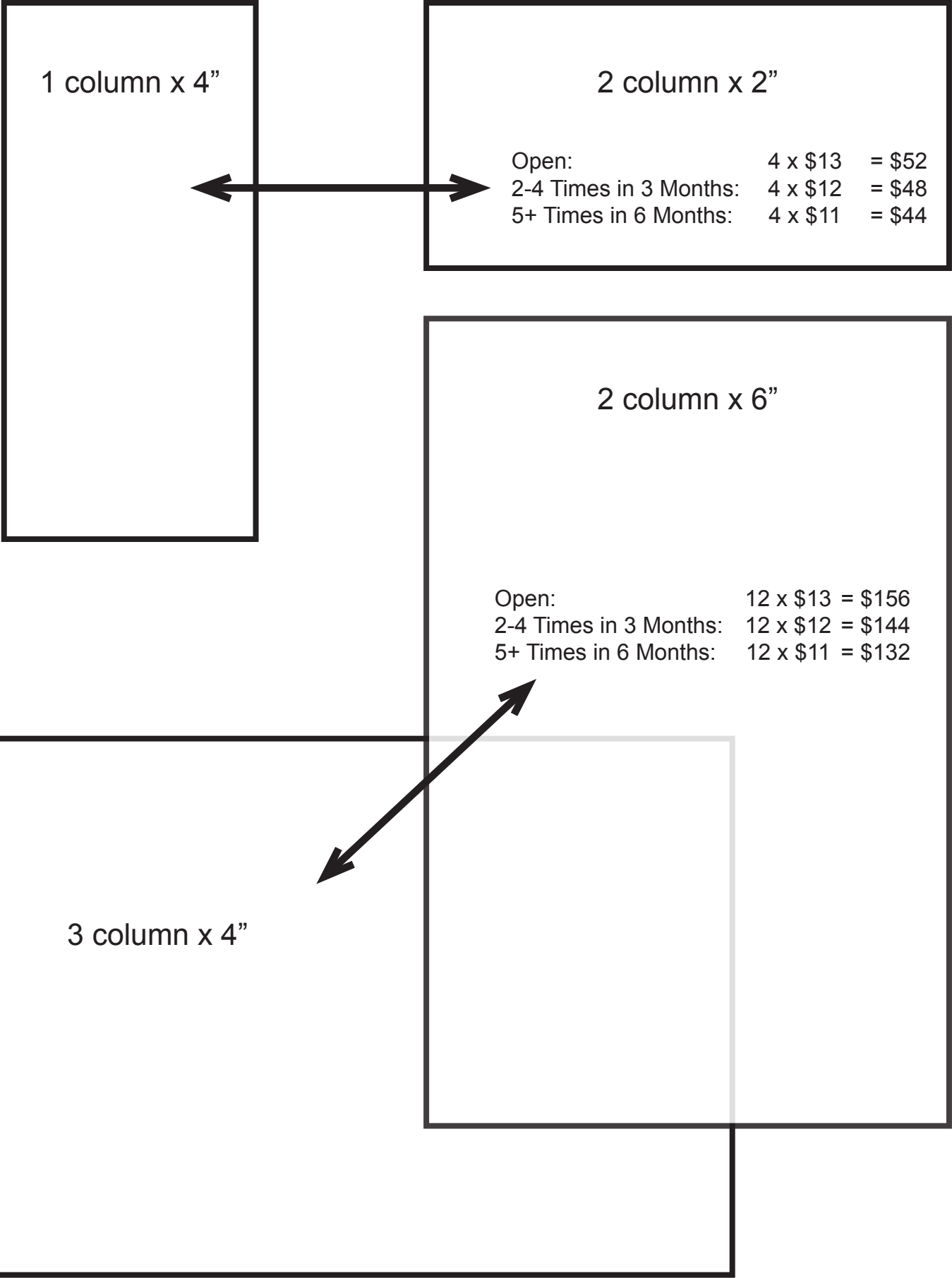
2 column x 3"

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

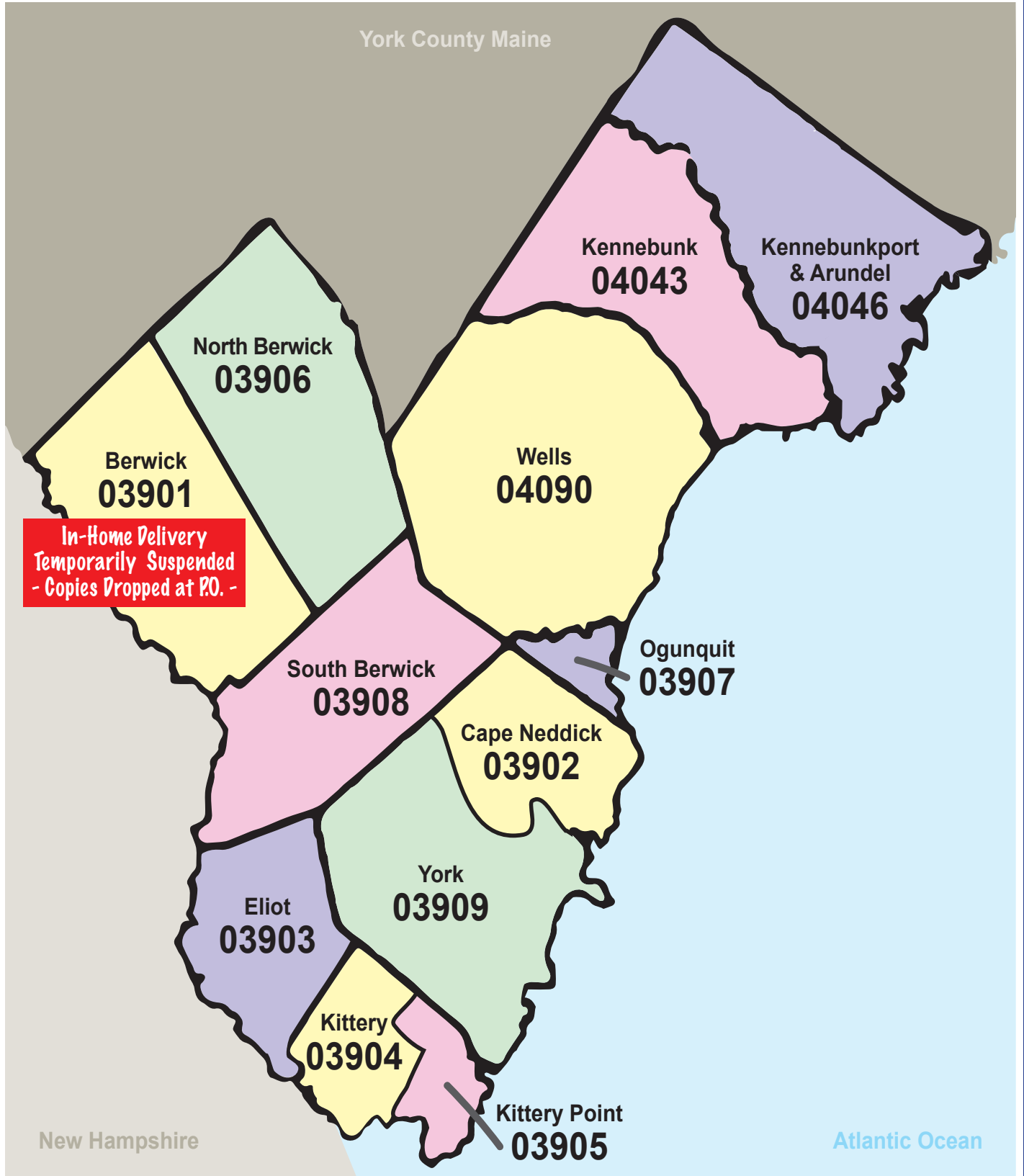
1 column x 2"

Flat Rate: \$26

WS Retail Ad Sizes



York County Maine



New Hampshire

Atlantic Ocean

WEEKLY SENTINEL MAIL COUNTS

AS OF 8/5/25

TOWN	ZIP	COUNT
ELIOT	03903	2945 1623
BERWICK	03901	3014
NO. BERWICK	03906	1901 947
SO. BERWICK	03908	3056 ✓
OGUNQUIT	03907	1487 ✓
MOODY	04054	549 ✓
KITTERY POINT	03905	903 ✓
KITTERY	03904	4157 1618
YORK	03909	4851 ✓
CAPE NEDDICK	03902	1016 ✓
WELLS	04090	6070 5215
KENNEBUNK	04043	5893 1388
KENNEBUNKPORT AND ARUNDEL	04046	2945
TOTAL		38787 22653

PLUS 2250 STREET COPIES AND ONLINE VERSION