



## **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 ... \$14.50 per column inch

2-4 times within a 90 day period ... \$13.50 per col. inch

5 or more times within 6 months ... \$12.50 per col. inch

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

Flat Rates ... 1/4 page \$280, 1/2 page \$415, Full page \$725

### **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 150 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”

1/4 Page = 6”w x 7”h, 1/2 Page = 10”w x 7.5”h, Full Page = 10”w x 15”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](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: September 28, 2026

# **WS Retail Ad Sizes**

3 column x 10"

Open: 30 x \$14.50 = \$435  
2-4 Times in 3 Months: 30 x \$13.50 = \$405  
5+ Times in 6 Months: 30 x \$12.50 = \$375

2 column x 3"

Open: 6 x \$14.50 = \$87  
2-4 Times in 3 Months: 6 x \$13.50 = \$81  
5+ Times in 6 Months: 6 x \$12.50 = \$75

1 column x 2"

Flat Rate: \$29

# WS Retail Ad Sizes

1 column x 4"

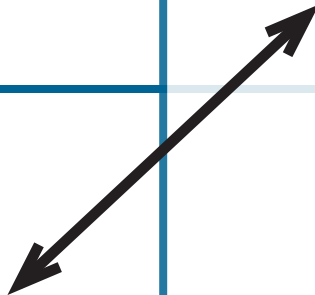
2 column x 2"

Open:  $4 \times \$14.50 = \$58$   
2-4 Times in 3 Months:  $4 \times \$13.50 = \$54$   
5+ Times in 6 Months:  $4 \times \$12.50 = \$50$

2 column x 6"

Open:  $12 \times \$14.50 = \$174$   
2-4 Times in 3 Months:  $12 \times \$13.50 = \$162$   
5+ Times in 6 Months:  $12 \times \$12.50 = \$150$

3 column x 4"



York County Maine

**In-Home Delivery  
Temporarily Suspended**

Kennebunkport  
& Arundel  
**04046**

Kennebunk  
**04043**

Wells  
**04090**

North Berwick  
**03906**

Berwick  
**03901**

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

South Berwick  
**03908**

Ogunquit  
**03907**

Cape Neddick  
**03902**

Eliot  
**03903**

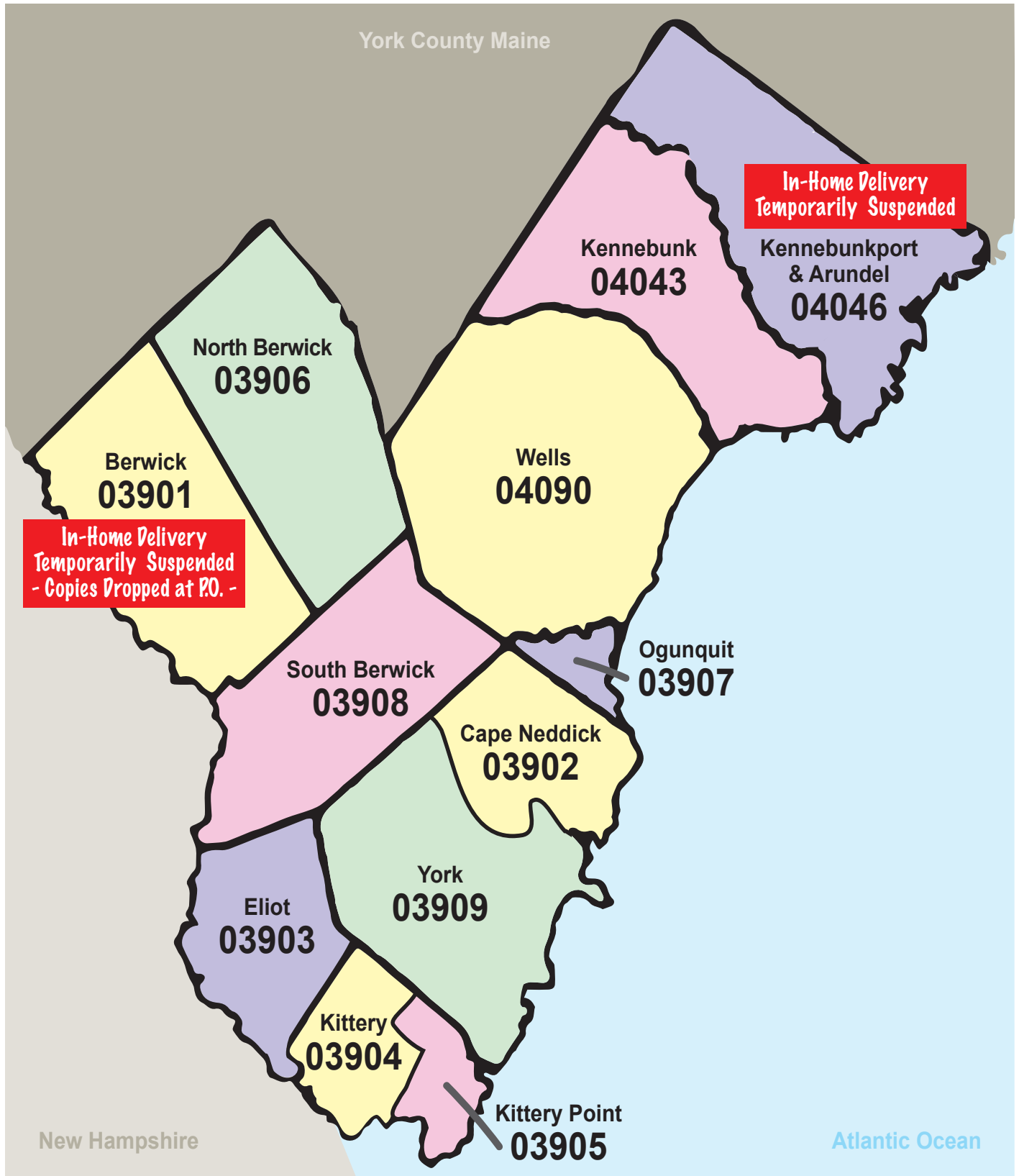
York  
**03909**

Kittery  
**03904**

Kittery Point  
**03905**

New Hampshire

Atlantic Ocean



# WEEKLY SENTINEL MAIL COUNTS

AS OF 7/21/26

| TOWN                         | ZIP   | COUNT         |
|------------------------------|-------|---------------|
| KITTERY                      | 03904 | 1901          |
| KITTERY POINT                | 03905 | 912           |
| ELIOT                        | 03903 | 1767          |
| BERWICK                      | 03901 | Temporarily 0 |
| SO. BERWICK                  | 03908 | 3171          |
| NO. BERWICK                  | 03906 | 947           |
| WELLS                        | 04090 | 6518          |
| MOODY                        | 04054 | 534           |
| OGUNQUIT                     | 03907 | 1015          |
| YORK                         | 03909 | 5209          |
| CAPE NEDDICK                 | 03902 | 1458          |
| KENNEBUNK                    | 04043 | 1248          |
| KENNEBUNKPORT<br>AND ARUNDEL | 04046 | Temporarily 0 |
| TOTAL                        |       | 24680         |

PLUS 2250 STREET COPIES AND ONLINE VERSION