

Downeast Dog News Advertising Rates BLACK/WHITE ADS

Ad size	Contract length:											
	1 mos	2 mos	3 mos	4 mos	5 mos	6 mos	7 mos	8 mos	9 mos	10 mos	11 mos	12 mos
Biz Directory Ads												
<i>Biz directory ads are billed quarterly:</i>			\$117			\$117			\$117			\$117
CONTRACT TOTAL:			\$117			\$234			\$351			\$468
1/16 page ad												
<i>Monthly payments</i>	\$65	\$65	\$65	\$60	\$60	\$60	\$50	\$50	\$50	\$45	\$45	\$45
CONTRACT TOTAL:			\$195	\$255	\$315	\$375	\$425	\$475	\$525	\$570	\$615	\$660
1/8 page ad												
<i>Monthly payments</i>	\$115	\$115	\$115	\$110	\$110	\$110	\$95	\$95	\$95	\$90	\$90	\$90
CONTRACT TOTAL:			\$345	\$455	\$565	\$675	\$770	\$865	\$960	\$1,050	\$1,140	\$1,230
1/4 page ad												
<i>Monthly payments</i>	\$220	\$220	\$220	\$200	\$200	\$200	\$180	\$180	\$180	\$165	\$165	\$165
CONTRACT TOTAL:			\$660	\$860	\$1,060	\$1,260	\$1,440	\$1,620	\$1,800	\$1,965	\$2,130	\$2,295
1/2 page ad												
<i>Monthly payments</i>	\$405	\$405	\$405	\$390	\$390	\$390	\$370	\$370	\$370	\$355	\$355	\$355
CONTRACT TOTAL:			\$1,215	\$1,605	\$1,995	\$2,385	\$2,755	\$3,125	\$3,495	\$3,850	\$4,205	\$4,560
Full page ad												
<i>Monthly payments</i>	\$750	\$750	\$750	\$725	\$725	\$725	\$675	\$675	\$675	\$650	\$650	\$650
CONTRACT TOTAL:			\$2,250	\$2,975	\$3,700	\$4,425	\$5,100	\$5,775	\$6,450	\$7,100	\$7,750	\$8,400

All ad contracts are billed monthly with the exception of Business Directory ads which are billed quarterly.
 Payment for advertising is due prior to the monthly advertising deadline.
 Rates valid through December 31, 2009

Downeast Dog News P.O. Box 945 Rockland, ME 04841 Ph: (207) 593-0404 www.downeastdognews.com

Downeast Dog News Advertising Rates COLOR ADS

Ad size	Contract length:											
	1 mos	2 mos	3 mos	4 mos	5 mos	6 mos	7 mos	8 mos	9 mos	10 mos	11 mos	12 mos
Biz Directory Ads	Color ads not available											
1/16 page ad												
Monthly payments	81.25	81.25	81.25	75.00	75.00	75.00	62.50	62.50	62.50	56.25	56.25	56.25
CONTRACT TOTAL:			243.75	318.75	393.75	468.75	531.25	593.75	656.25	712.50	768.75	825.00
1/8 page ad												
Monthly payments	143.75	143.75	143.75	137.50	137.50	137.50	118.75	118.75	118.75	112.50	112.50	112.50
CONTRACT TOTAL:			431.25	568.75	706.25	843.75	962.50	1,081.25	1,200.00	1,312.50	1,425.00	1,537.50
1/4 page ad												
Monthly payments	275.00	275.00	275.00	250.00	250.00	250.00	225.00	225.00	225.00	206.25	206.25	206.25
CONTRACT TOTAL:			825.00	1,075.00	1,325.00	1,575.00	1,800.00	2,025.00	2,250.00	2,456.25	2,662.50	2,868.75
1/2 page ad												
Monthly payments	506.25	506.25	506.25	487.50	487.50	487.50	462.50	462.50	462.50	443.75	443.75	443.75
CONTRACT TOTAL:			1,518.75	2,006.25	2,493.75	2,981.25	3,443.75	3,906.25	4,368.75	4,812.50	5,256.25	5,700.00
Full page ad												
Monthly payments	937.50	937.50	937.50	906.25	906.25	906.25	843.75	843.75	843.75	812.50	812.50	812.50
CONTRACT TOTAL:			2,812.50	3,718.75	4,625.00	5,531.25	6,375.00	7,218.75	8,062.50	8,875.00	9,687.50	10,500.00

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