



SippicanWeek

Really simple, really affordable newspaper advertising

Weekly (per ad) rates

2023 Sippican Week rates -- per week				
	Individual	4+ Pack	12 weeks continuous (just Sippican)	12 weeks continuous (part of multi-paper buy)
Front Page Strip	\$230	\$185	\$150	\$135
Back Page (color only)	\$580	\$480	\$395	\$340
Full Page Inside (color)	\$465	\$395	\$310	\$280
Full Page Inside (b&w)	\$350	\$295	\$245	\$220
Half Page (color)	\$285	\$240	\$195	\$165
Half Page (b&w)	\$210	\$175	\$145	\$125
Quarter Page (color)	\$165	\$135	\$110	\$95
Quarter Page (b&w)	\$125	\$110	\$90	\$80
Eighth Page (color)	\$105	\$85	\$70	\$60
Eighth Page (b&w)	\$75	\$60	\$50	\$45
The Little Square	\$195 total for first 4 weeks; \$135 for subsequent, sequential 4 weeks in Sippican Week or simultaneously in Wareham Week, Dartmouth Week or Nemasket Week			

Deadline to schedule ads for each Thursday's edition is 5pm of the Friday prior to publication

4 + Pack:
Four or more ads of the same type, scheduled at the time of purchase. Ads do not have to run consecutively

12 weeks continuous:
Ads of the same type/size, running consecutively. Content may vary.

Online Affiliates always get a \$15 discount on any week's total print advertising at the 1/8 page size or larger. See description of Affiliate Membership for more information

Ad Sizes

1/4 Page Vertical 2.375" x 10.5"

Half Page Vertical 5.125"x10.5"

Half Page Horizontal 10.5"x5.125"

Full Page 10.5"x10.5"

1/8 Page Vertical 2.375" x 5.125"

Quarter Page Square 5.125"x5.125"

Quarter Page Horizontal 10.5" x 2.375"

Little Square 2.375"x 2.375"

Eighth Page Horizontal 5.125"x2.375"

Front Page Strip 10.5" x 1"