

# HARPSWELL ANCHOR

## Ad/Sponsorship Program for Local Businesses

The Harpswell Anchor is now a nonprofit organization, part of a national trend towards not for profit local news outlets. We're 100% supported through tax-deductible donations from individuals, and ad sponsorships from local businesses. Every dollar we take in goes toward supporting the organization's mission: *building community and enhancing the lives of local residents, businesses and organizations by providing trusted local information and covering topics of interest to Harpswell.*

In addition to the monthly print edition, we've expanded our digital footprint. Each month, we'll have a limited number of digital sponsorship opportunities, which are described below. We can also create custom print and digital packages to meet your specific business needs. Contact us for additional information.

### PRINT

Ad deadline is 17<sup>th</sup> of preceding month of issue. Payment for single-run ads is required at the time of submission.

We offer discounts from 5% to 20% for multiple runs of ads. Upfront payment in full for multiple runs qualifies for an additional 5% discount.

Ad documents should be in PDF format and 300 dpi. Ad design services can be contracted upon request at a cost of \$40/ad.

Nonprofit organizations: please call us for special rates: 207-504-4428.

		save 5%	save 10%	save 15%	save 20%
	1 month	3 months	6 months	9 months	12 months
1 column x 3 inches (1.8451" x 3")	\$60	\$171	\$324	\$459	\$576
3 columns x 2 inches (5.8685" x 2")	\$120	\$342	\$648	\$918	\$1,152
2 columns x 4 inches (3.8568" x 4")	\$160	\$456	\$864	\$1,224	\$1,536
4 columns x 3 inches (7.8803" x 3")	\$240	\$684	\$1,296	\$1,836	\$2,304
Quarter page (9.8675" x 3")	\$300	\$855	\$1,620	\$2,295	\$2,880
Half page (9.8675" x 6")	\$600	\$1,710	\$3,240	\$4,590	\$5,760
Full page (9.8675" x 12")	\$1,200	\$3,420	\$6,480	\$9,180	\$11,520

### ONLINE

Each web message is 300 x 225 pixels (minimum) with an aspect ratio of 4:3. Each message will link to your business' website. We offer discounts from 5% to 15% for multiple runs of a single message.

	save 5%	save 10%	save 15%
1 month	2 months	3 months	4 months
\$100	\$180	\$270	\$340

### CONTACT

[janice@harpswellanchor.org](mailto:janice@harpswellanchor.org)

(207) 504-4428

For more information: [harpswellanchor.org/advertise](http://harpswellanchor.org/advertise)