

HARPSWELL ANCHOR

Why advertise in the Anchor? Why support local, nonprofit news?

It's not just about getting your message to the Harpswell community and beyond. It's about being an integral part of a growing national trend in media, one that just might change the world.

Too grandiose? Read on.

In her Washington Post Magazine cover story last November entitled "What Happens to Democracy When Local Journalism Dries Up?" Margaret Sullivan writes that since 2005, 2,180 local news outlets have folded. Sullivan goes on to say "It's not just watchdog journalism that suffers when news organizations shrink or die. The decline affects civic engagement and political polarization, too."

"Supporting the Harpswell Anchor checks all of our boxes; engaging with our local community, reaching a new audience to expand our customer base, and doing good business while supporting a key community asset." – Nate Wildes, owner of Flight Deck Brewery

The Harpswell Anchor model — local, nonpartisan, nonprofit — provides a solution to this problem of local news deserts. And people and organizations across New England are noticing. Since we launched we have been interviewed at the Portland Press Herald and Down East magazine. We gave our story to a recent documentary about local news created by the Berwick Public Library and Berwick Community Media, a project supported by the Maine Humanities Council. Four other New England local nonprofit news start-ups have visited us, asking how they might replicate the success we've had here in Harpswell. Renowned journalist Bill Nemitz has said that "... by all indications, the 24-page tabloid isn't just surviving. It's thriving."

"I love the Anchor! I consider it my yellow pages, as I try to use Harpswell businesses, these are my wonderful neighbors!" – Sarah Brendler, a reader and donor

The organizations who support us through advertising and outright sponsorships (tax-deductible donations from businesses) are sending a vital message to our community and beyond:

We are part of the solution. We are proud to support local news. We are why people are traveling far and wide to hear our story.

Some important facts to remember:

- We have many options for sizing and prices;
- We offer free design service;
- We don't charge extra for color printing;
- We publish roughly 8,500 copies per month:
 - 3700 copies mailed for free to Harpswell residences
 - 300 copies mailed for free to out-of-staters
 - 500 copies delivered for free to businesses in Harpswell
 - 4000 copies delivered for free to large businesses in Brunswick, Bath and Topsham
- Our advertisers have businesses in Harpswell, Brunswick, Bath, Topsham, Portland and beyond
- We have opportunities to advertise on our website.
- Harpswell census data (as of 2021):
 - Population: 5040 year-round residents
 - Average house price \$388,100 (State of Maine: \$198,000)
 - Percentage of households with a computer: 96.8% (State of Maine: 91.1%)
 - Bachelors' degree or higher: 54% (State of Maine: 32.5%)
 - Median household income: \$81,710 (State of Maine: \$59,489)
- For those who want to support local news but don't want to advertise: we offer a sponsorship program with tax-deductible gifts from businesses. We list these sponsors on our paper every month, along with logos. We also promote these sponsors at all of our events during the year.

“Biome Care started advertising in the Business Directory this Spring and the response has been very good, especially from Harpswell residents. You can't beat the cost and it has more than paid for itself! I will continue to use it as one of my advertising forums.” – *Deane VanDusen, owner of Biome Care*

“As a Maine-based business, we rely on local news to spread awareness of our practice and attract new patients. We enjoy supporting local Maine nonprofits like the Harpswell Anchor and fostering partnerships that are mutually beneficial.” – *Samantha Smith, Director of HR, Maine Optometry*

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