

# Advertising Rates and Dimensions

## Advertising Dimensions

All ads run in color.

### Premium Postions

- Back Cover **\$4,000**
- Inside Front **\$3,000**
- Inside Back **\$3,100**
- Page 3 **\$3,000**
- Pages 4-8 **\$1,800**

### Full Page: \$1,495

Full Page Ad= 7.625 x 10.125

Bleed ad = 8.625 x 11.125

(.25 larger than Trim edge)

Keep Live image area .25 from Trim edge

Trim = 8.375 x 10.875

### Half Page: \$850

Horizontal = 7.625 x 4.9375

"Island" = 5 x 7.625

### One-third Page: \$599

Vertical = 2.375 x 10.125

Square = 5 x 4.9375

### One-sixth Page: \$299

Vertical = 2.375 x 4.9375

Horizontal = 5 x 2.40



## PAGE SIZES:

<p style="text-align: center;">Full Bleed</p> <p style="font-size: small;">Bleed ad = 8.625 x 11.125 (.25 larger than Trim edge) Keep Live image area .25 from Trim edge Trim = 8.375 x 10.875</p>	<p style="text-align: center;">Full 7.625x10.125</p>	<p style="text-align: center;">1/2 horizontal 7.625x4.9375</p>	<p style="text-align: center;">1/2 island 5x7.625</p>	<p style="text-align: center;">2.375x 10.125</p> <p style="text-align: center;">1/3 vert.</p>	<p style="text-align: center;">2.375x 4.9375</p> <p style="text-align: center;">1/6 vert.</p> <p style="text-align: center;">5x 4.9375</p> <p style="text-align: center;">1/3 square</p>	<p style="text-align: center;">5 x 2.40</p> <p style="text-align: center;">1/6 horizontal</p>
--	--	--	---	---	--	---

Camera ready ads and artwork should be provided in .pdf format at no less than 300dpi actual size.

**Deadline for Space Reservations:** Wednesday, September 6

**Publishing:** September 29, 2023

**For questions contact 508-548-4700**

**Falmouth Publishing Company • 50 Depot Avenue, Falmouth, MA 02540**



Scan to reserve your ad space