

ADVERTISING/MEDIA KIT – PRINT

Boothbay  **Register.**

P.O. Box 357, 97 Townsend Avenue
Boothbay Harbor, Maine 04538-0357

Wiscasset  *Newspaper*

P.O. Box 429, 47 Gardiner Road
Wiscasset, Maine 04578



Everyone should know your name

BoothbayRegister.com • WiscassetNewspaper.com • 207.633.4620



YOU WANT:

YOU GET:

Consumers who read papers

In a recent reader survey, we learned that a large percentage of our retired audience reads our papers cover to cover. With a full 20% of area residents being retired, this is significant to our advertisers.

Readers who spend

Residents and visitors in the Boothbay/Wiscasset area own \$3.5 billion in real estate and buy \$184 million of taxable goods and services from area businesses yearly.

Ads that work

Ad reps Kathy Frizzell and Sarah Morley, along with our staff of ad production professionals, form a team with one goal -- to bring you new customers by effectively telling your story.

Ads targeted at a certain geography

Your ad can be targeted at readers only in the Boothbay/Wiscasset market, or reach readers as far away as Damariscotta, Waldoboro, Bath and Brunswick.

No hassle convenience

You place the ad with us and we handle the insertion into the other newspapers - You get one bill!

Our goal is to bring you more business and save you time. Call us to see what we can do for you. Talking it over is free, and you are likely to find us a great business partner.



Are you everywhere you need to be?

Running the same ad in more newspapers can save you as much as 20%!




Boothbay Register (BR) and Wiscasset Newspaper (WN) reps offer Combo Packages that duplicate your ad in the Lincoln County News (LCN) and/or The Brunswick Times Record (TR) at the discounted prices shown.

If you want to extend your reach beyond the Boothbay Register and Wiscasset Newspaper market area (blue pins on the map below), our ad rep can arrange to run the same ad in the Lincoln County News and/or the Brunswick Times Record, and give you special COMBO rates.

The chart below the map displays the newspapers in each COMBO package, the total circulation of those papers, and the cost per column inch.

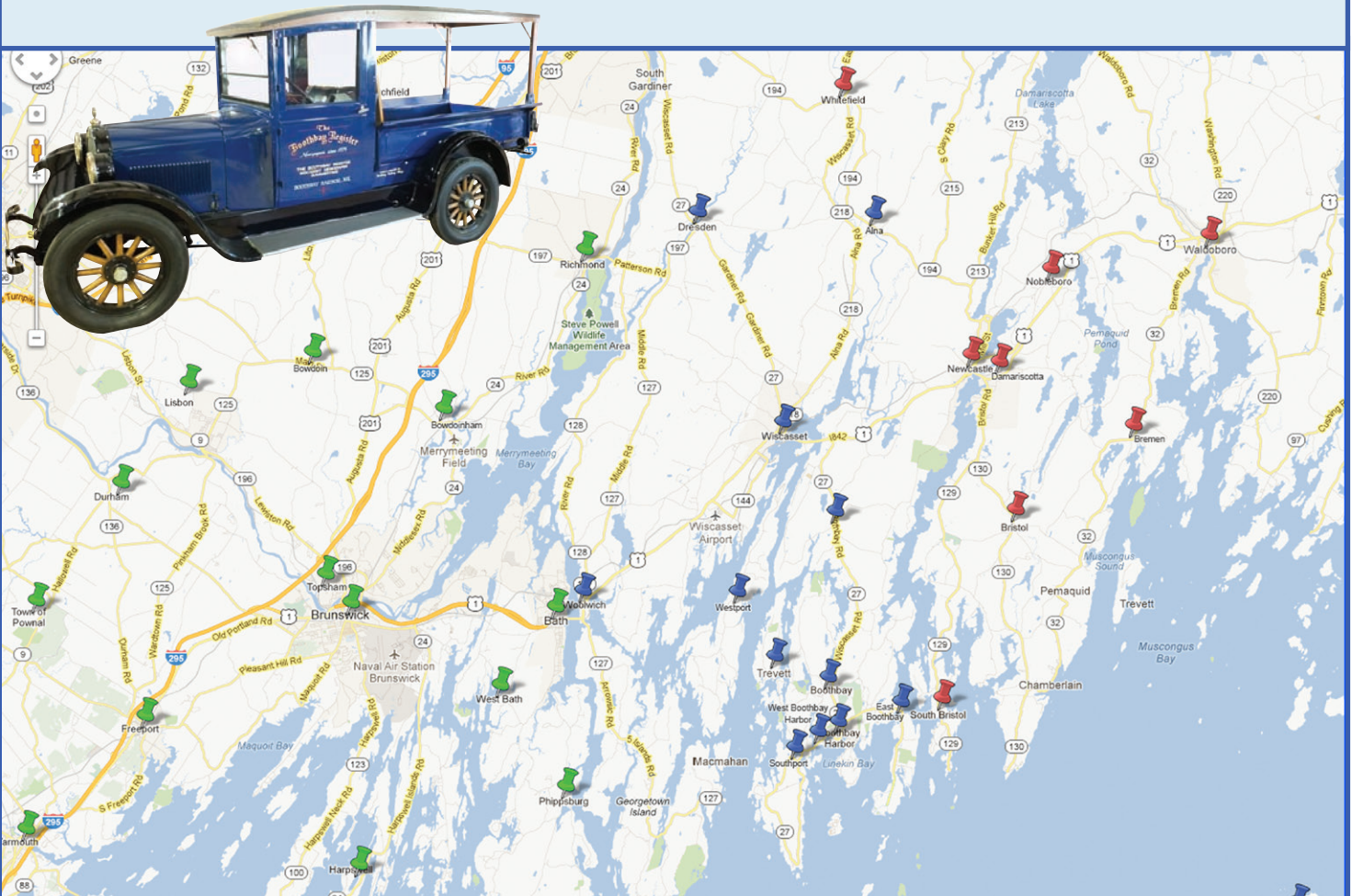
Save 20%!

You place the ad with us and we handle the insertion into the other newspapers - You get one bill!

-  Boothbay Register/Wiscasset Newspaper (BR/WN)
-  Boothbay/Wiscasset + Lincoln County News (LCN Combo)
-  Boothbay/Wiscasset + LCN + Brunswick Times Record (MC Combo)
(Thursday or Friday Times Record)

Papers Circulation	Cost per col inch
7,000	\$10.00
16,000	\$14.24*
25,000	\$26.74*

*** Price shown is after 20% discount**



Map Courtesy of Google Maps

 BR/WN (2 Newspapers)
Boothbay Register/Wiscasset Newspaper

 LCN Combo (3 Newspapers)
Boothbay Register/Wiscasset Newspaper/Lincoln County News

 MC Combo (Midcoast Combo) (4 Newspapers)
Boothbay Register/Wiscasset Newspaper/Lincoln County News/Times Record



Publication Dates, Ad Deadlines and Mechanical Requirements

Newspaper Publication Date:

- Boothbay Register/Wiscasset Newspaper: Thursday
- Lincoln County News: Thursday
- The Times Record: Daily, Monday - Friday

Advertising Deadline for Thursday publications:

- Camera Ready/Finished Art: Monday, 4 PM
- Real Estate ads or those requiring art work, color or customer proofing: Friday, 4 PM

Mechanical Requirements:

- Full Page Size = 15 3/16" wide x 21" deep
- 1 Column width = 2 1/16" (12 picas)
- 7 Columns to a page
- Total inches per page = 147"
- We print offset - 100 line screen



ROP AD COLUMN WIDTH SIZES

Columns	Boothbay/Wiscasset/LCN	Times Record
1	2.06"	1.788"
2	4.25"	3.722"
3	6.44"	5.667"
4	8.63"	7.611"
5	10.81"	9.556"
6	13"	11.5"
7	15.19"	

CLASSIFIED AD COLUMN WIDTH SIZES

Columns	Boothbay/Wiscasset/LCN	Times Record
1	1.75"	1.347"
2	3.75"	2.792"
3	5.75"	4.625"
4	7.75"	5.694"
5	9.75"	7.139"
6	11.75"	8.597"
7	13.75"	10.042"
8	15.75"	11.5"

Notes:

- We copyright all artwork originating with our newspapers.
- We cannot guarantee the reproductive quality of ads not produced in-house.

Our Market Area

2

Ad Insertion in 2 Newspapers

NEWSPAPERS \$10.00
per column inch

Boothbay Register & Wiscasset Newspaper

Alna	Edgecomb
Bath	Newcastle
Boothbay	Southport
Boothbay Harbor	Trevett
Damariscotta	West Boothbay Harbor
Dresden	Wiscasset
East Boothbay	Woolwich

Combo Ads

1 Ad Rep • 1 Bill • 20% Discount

3

**Lincoln County
Combo \$14.24**
per column inch

Ad Insertion in 3 Newspapers
**Boothbay Register,
Wiscasset Newspaper,
Lincoln County News**

Alna
Bath
Boothbay
Boothbay Harbor
Bristol
Damariscotta
Dresden
East Boothbay
Edgecomb
Jefferson
Newcastle
Nobleboro
Southport
South Bristol
Trevett
Waldoboro
West Boothbay Harbor
Westport
Whitefield
Wiscasset
Woolwich

4

Mid-Coast \$26.74
per column inch
Combo

Ad Insertion in 4 Newspapers
**Boothbay Register,
Wiscasset Newspaper,
Lincoln County News, Times Record**

Alna	Lisbon
Arrowsic	Lisbon Center
Bailey Island	Lisbon Falls
Bath	Newcastle
Bowdoin	Nobleboro
Bowdoinham	Orr's Island
Boothbay	Phippsburg
Boothbay Harbor	Pownal
Bremen	Richmond
Bristol	Small Point
Brunswick	Southport
Damariscotta	South Bristol
Dresden	Topsham
Durham	Trevett
East Boothbay	Waldoboro
Edgecomb	West Boothbay Harbor
Five Islands	West Point
Freeport	Westport
Georgetown	Whitefield
Harpswell	Wiscasset
Jefferson	Woolwich

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Print Advertising Rates

Effective October 1, 2012

Both Published weekly on Thursday with a year-round circulation in excess of 7,000
- increases to over 9,000 in the summer.

SAMPLE AD - 1 / 8 Page

3x6: 6.44" x 6"

Boothbay Register & Wiscasset Newspaper (BR/WN):

\$180.00

Lincoln County Combo (BR/WN/Lincoln County News(LCN):

\$256.32

Midcoast Combo (BR/WN/LCN/Times Record (TR: *Thurs. or Fri. edition*):

\$481.32

YOU PAY!

Display Ad

- Boothbay Register/Wiscasset Newspaper
- LINCOLN COUNTY COMBO: BR/WN + Lincoln County News
- MIDCOAST COMBO: BR/WN + LCN + Brunswick Times Record

** Cost per col price purchased separately

Cost per
col inch**

after
20% Discount
Combo Rate

\$10.00

\$17.80

\$33.43

\$14.24

\$26.74

Multi-week contract Discount Rate (Boothbay/Wiscasset Papers only*):

- 5% Discount on 8-20 week contract
- 10% Discount on 21-33 week contract
- 15% Discount on 34-46 week contract
- 20% Discount on 47-52 week contract

* Multi-week Discounts cannot be used with Combo ads

Page Rates:

- Back Page: \$12.50 per column inch
- Preferred Page or Position: \$11.25 per column inch

Color:

- Full Color: \$100.00
- Spot Color: \$50.00

1/4 Page

\$10.00 per column inch

36 col. inches

BB Reg. & Wisc \$360.00
LCN Combo \$512.64

1/2 Page

\$8.50 per column inch

73.5 col. inches

BB Reg. & Wisc \$624.75
LCN Combo \$1046.64
Midcoast Combo \$1956.39

FULL Page

\$8.00 per column inch

147 col. inches

BB Reg. & Wisc \$1176.00
LCN Combo \$2093.28
Midcoast Combo \$3930.78

SAMPLE AD SIZES

1x2
2.06"x2"

BR/WN	\$20.00
BR/WN/LCN	\$28.48
BR/WN/LCN/TR	\$53.48

2x2
4.25"x2"

BR/WN	\$40.00
BR/WN/LCN	\$56.96
BR/WN/LCN/TR	\$103.96

1x4
2.06"x4"

BR/WN	\$40.00
BR/WN/LCN	\$56.96
BR/WN/LCN/TR	\$103.96

2x4
2.06"x2"

BR/WN	\$80.00
BR/WN/LCN	\$113.92
BR/WN/LCN/TR	\$213.92

**Making an
impact with your
ad is as EASY as
1, 2, 3!**

- **Location, Location, Location**
- **Color:** Ad color, add sales!
- **Frequency:** How often; Can save you and make money!



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1x1 CD

1.75w"x1h "

BR/WN \$10.00
LCN Combo \$14.24

2x1 CD

3.75w"x1h "

BR/WN \$20.00
LCN Combo \$28.48

CLASSIFIED AD PRICES IN BOOTHBAY WISCASSET NEWSPAPERS

REGULAR LINE AD

\$6.00 (4 lines or less)
\$1.00 (for each line over 4)
20% Discount if repeat ad:
(same ad with no changes or
interruption).

INSERTION RATE

\$ 70.00

**PER
THOUSAND**

**CALL
633-4620**

FOR QUOTE



Boothbay Register.

Wiscasset Newspaper

Sales Representatives:

Sarah Morley

Office: 207-633-4620

Cell: 207-844-4630

email

Sarah.M@BoothbayRegister.com

Kathy Frizzell

Office: 207-633-4620

Cell: 207-844-4631

Kathy.F@BoothbayRegister.com

1x1.5 CD

1.75w"x1.5h "

BR/WN \$15.00
LCN Combo \$21.36

2x1.5 CD

3.75w"x1.5h "

BR/WN \$30.00
LCN Combo \$42.72
MC Combo \$80.22

1x2 CD

1.75w"x2h "

BR/WN \$20.00
LCN Combo \$28.48
MC Combo \$53.48

2x2 CD

3.75w"x2h "

BR/WN \$40.00
LCN Combo \$56.96
MC Combo \$109.96

CLASSIFIED SAMPLE SIZES

1x2.5 CD

1.75w"x2.5h "

BR/WN \$25.00
LCN Combo \$35.60
MC Combo \$66.85

2x2.5 CD

3.75w"x2.5h "

BR/WN \$50.00
LCN Combo \$71.20
MC Combo \$133.70

CLASSIFIED LINE AD

CLASSIFIED DISPLAY AD

Phillips Power Products, Biscay Rd, Damariscotta. Small engine repairs, lawn mowers, chainsaws, snowblowers. Authorized Briggs and Stratton, Tecumseh, Lochler and Toro.
3-7-tf

J.B. & Son Yardworks - recycling all metals: vehicles, farm equip., stoves, heaters, mowers, anything metal. FREE P/U. Jeff 312-0152
2-9-tf

Fuller's Gardening & Lawn Care - for all of your property maintenance-Spring Clean-up, raking, mowing, mulching, planting & garden design. For more info. contact Barrett at 380-6925 or bfuller516@hotmail.com

Field Mowing/ Bush Hogging

Reasonable Rates
Insured
Call 329-4890

SENIORS ON THE MOVE
Helping Seniors through Changing Times
Services provided:
Relocation,
Estate Administration,
End-of-Life Care,
Gravesite Care
Rev. Nancy McMillan
207-449-9567 - seniorsonthemovebbh.org

Suzie's Seams

1x3 CD

1.75w"x3h "

BR/WN \$30.00
LCN Combo \$42.72
MC Combo \$80.22

In addition to our highly popular **SUMMERTIME** vacation guide, we offer a number of special promotions throughout the year, which appear in both print and online.

REAL ESTATE GUIDE

Published in full color as a special section in April/May, the guide lists a number of area homes for sale, and also features advertisements by builders, contractors, suppliers, banks, and others who serve the real estate market.

WINDJAMMER DAYS

During this annual event in late June, which attracts thousands of visitors to our area, which we publish a guide listing the events which are part of this very special festival. It's a great time to reach a captive audience with your ads.

THE DINING GUIDE

Our popular guide is distributed free and highlights menus of area restaurants. Visitors and residents come to look forward to the publication each year and tell us they frequently refer to it when planning to go out and dine.

...It's just one special event after another here!

Thanks to a busy community where there's always something going on:

Fishermen's Festival, an Easter Bunny promotion, lobster boat races, various golf tournaments, an Early Bird Sale, which begins before sunrise and attracts hundreds, a Harbor Lights and Lighted Boat parade pre- Christmas celebration... and many more.

Survey repeatedly show that newspapers are the primary source of information for New Englanders, who usually read their newspaper "cover to cover". Put your advertising dollars to work today by calling us to find out more about our advertising rates, our cost-saving multi-paper buys, and how we can help bring new customers to your door.

Sales Representative:

Kathy Frizzell

Office: 207-633-4620

Cell: 207-844-4631

email: Kathy.F@BoothbayRegister.com

Sales Representative:

Sarah Morley

Office: 207-633-4620

Cell: 207-844-4630

email: Sarah.M@BoothbayRegister.com

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Our SALES TEAM



Sarah Morley
Ad Sales



Kathy Frizzell
Ad Sales

What we DO!

Sarah and Kathy; Two Ad Sales Representatives that strive and succeed in making ads work. Their goal is not to make a quick buck by selling you expensive ads, but to help you use your ad budget in a way that will bring the most customers to your door. The results are in...

They are Winners!

We succeed only if you succeed!



Gary Dow
Ad Design

Don Brewer Jr.
Ad Design



Suzi Thayer
Ad Design

Lynn Cartwright
Ad Design



Mike Scarborough
Ad Design

Mike Marr
Ad Design



Our design staff is skilled and savvy. Taking pride in creating ads that are what the customer wants; eye-catching and confident ads that do what they are intended to do, make money, repeat sales, and above all... **Get your word out!**



The bottom line
is we can bring you more
business and save you time.
Shouldn't you call us and
ask us to show you
specifically how?
Talking it over is free, and
you just might end up
with the
greatest business partner
you could imagine.

~Thank you~