

BEACH PAPER AD RATES - MAY TO SEPTEMBER 2018



The free visitors' guide to Delaware's Cape Region, published every Thursday, May through September.

The Beach Paper offers the reach your business needs with a circulation of 14,000 - 20,000 per week for a 17-week summer season. Distribution points include more than 400 high traffic locations such as terminals, visitor centers, hotels, realtors and retail newsstands.

Thousands of new weekday arrivals, weekend visitors, as well as permanent residents, have come to rely on the Beach Paper for their recreational information.



Circulation Area

Call today to create your summer promotional plan - 302-645-7700

Rates by column inches

	Total column inches	No Contract per col. inch	10 weeks per col. inch	17 weeks per col. inch
A.	1 - 7	\$9.64	\$9.16	\$8.68
B.	8 - 13	\$9.16	\$8.70	\$8.24
C.	14 - 27	\$8.70	\$8.27	\$7.83
D.	28 - 41	\$8.27	\$7.85	\$7.44
E.	42 - 55	\$7.85	\$7.46	\$7.07
F.	56 - 70	\$7.46	\$7.09	\$6.71
G.	71 - 140	\$7.09	\$6.73	\$6.38
H.	141 - 210	\$6.73	\$6.40	\$6.06

Add Color to an advertisement

20 inches & larger = additional \$85

Less than 20 col. inches = \$4.00 per col. inch

2018 Cape Gazette Pick-Up rate = \$7.00 per col. inch

Ad must remain same and run in a another Cape Gazette publication within 7 days

Rates by size

Ad Size	Open Rate Per Week	10 Week Rate		17 Week Rate	
		Per Week	Total	Per Week	Total
1/8 Page (2 col. x 4")	\$77.12	\$73.28	\$732.80	\$69.44	\$1388.80
1/4 Page (3 col. x 6.75")	\$176.18	\$167.47	\$1674.70	\$158.56	\$3171.20
1/2 Page Vrt. (3 col. x 11")	\$272.91	\$259.05	\$2590.50	\$245.52	\$4910.40
1/2 Page Hrz. (5 col. x 6.75")	\$279.11	\$264.94	\$2649.40	\$251.11	\$5022.20
3/4 Page (4 col. x 11")	\$354.40	\$328.24	\$3282.40	\$311.08	\$6221.60
Full Page (5 col. x 14")	\$522.20	\$496.30	\$4963.00	\$469.70	\$9394.00

The Beach Paper

A Cape Gazette Ltd. Publication, locally owned and operated at:
17585 Nassau Commons Blvd.
Lewes, Delaware 19958
 Phone: 302.645.7700

Advertising Deadline

Space Reservation - 11am Thursday before the desired publication date.
All copy - due Monday 4pm.
Camera Ready Ads - due Tuesday 12 noon.

Graphic Requirements

PDFS PREFERRED

Exact size with layers flattened, all fonts embedded, CMYK colors, resolution of 170 - 300 DPI.

Email ads to the ad representative.