

Cost Per Issue *Includes Color*

Ad Size	Open Rate	13 Week Rate	26 Week Rate	52 Week Rate
Bus. Card (2 col. x 2") 4" total	\$66.16	\$61.16	\$58.64	\$56.12
1/8 Page (2 col. x 4") 8" total	\$127.28	\$117.76	\$113.04	\$108.24
1/6 Page (3 col. x 4") 12" total	\$174.96	\$160.66	\$153.51	\$146.36
1/4 Page (3 col. x 6.75") 20.25" total	\$314.23	\$291.35	\$279.81	\$268.26
1/2 Page Vert. (3 col. x 11") 33" total	\$439.75	\$404.44	\$386.62	\$368.80
1/2 Page Horz. (5 col. x 6.75") 33.75" total	\$447.81	\$411.70	\$393.48	\$375.25
2/3 Page (3 col. x 13.75") 42" total	\$513.82	\$470.98	\$449.56	\$428.14
3/4 Page (4 col. x 11") 44" total	\$534.24	\$489.36	\$466.92	\$444.48
Full Page (5 col. x 13.75") 70" total	\$764.00	\$696.10	\$662.50	\$628.20

1 col. - 1.82"

2 col. - 3.8"

3 col. - 5.78"

4 col. - 7.76"

5 col. - 9.74"

Prices are for Full-Color Ads

B&W Ads | Business Card – Subtract \$16
 1/8 Page – Subtract \$32
 1/6 Page – Subtract \$48
 1/4 Page & larger – Subtract \$85

2019 Cape Gazette Pick-Up rate

\$7.00 per col. inch
Ad must remain the same and run in another Cape Gazette publication within 7 days

Cape Gazette Insert Rates 2019*

Total Pages to Insert	Cost per Thousand**
A. 1 - 4	\$30 / thousand
B. 5 - 12	\$45 / thousand
C. 13 - 20	\$55 / thousand
D. 21 - 40	\$65 / thousand
E. 41 - 50	\$75 / thousand

**All Insert & Pre-Print Prices Are Net

For pre-prints above 30 pages call for rates - 302-645-7700

Shipping address for pre-prints:
Cape Gazette
 c/o Delaware Printing Co.
 110 Galaxy Dr.
 Dover, DE 19901

*Inserts and Pre-Prints – Cape Gazette only

Ads / Artwork

Print-Ready Ad Submissions:

PDFs PREFERRED

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

Email ads to the ad representative.

Art/Photos Submissions:

IMAGES: Submit high-quality & high-resolution images (at least 170 DPI) in TIFF or JPEG formats.

FONTS: Must be submitted separately and will be substituted if missing. Convert text to outlines for EPS files. Use Type 1 PostScript fonts only.

Low-resolution (< 170 DPI) & web images are not acceptable artwork.

Unacceptable Artwork/Fonts:

Publisher, Powerpoint, Excel, & Word documents are NOT acceptable formats. Include a flattened JPEG as a guide to reproduce final ad. Do not use True Type fonts.

For more information, call 302-645-7700