

### Regular Rates

Type of Classified	No Contract	Conditions	Run Time	Other
Display Ads	\$9.10	Per col. inch First Run	2nd Run \$5.80 per col. inch	13, 26, and 52, week term rates apply to consecutive insertions.
Commercial Word Ads	\$8.40	Per 20 words, 50¢ for each additional word		
Legal Ads	\$9.10	Per col. inch		
Name Change	\$100.00	Pre-pay only	3 Times	
Alcohol License	\$100.00	Pre-pay only	3 Times	
Not responsible for Debts	\$100.00	Pre-pay only	3 Times	
Concealed Weapon	\$95.00	Pre-pay only	1 Time	
Yard Sales	\$18.00	Pre-pay only	1 Time	2 Times for \$23 Ad listed online
Personal Items Only (not business-related)	Free for 20 words or less.	Over 20 words - flat rate of \$8.40 plus 50¢ for each word over.		
Post on Internet	1-6 column inches \$14.00 7+ column inches \$19.00	1 Week. Posted on Fridays.	Combined with print only.	No additional discounts

Add color for \$3.80 per column inch. Pick-up rate for display ads is \$5.55 per column inch.

### Cape Services Page\*

Total Commitment	Total Per Week Pre-Paid	Total Contract Pre-paid
13 Week	\$20.80	\$270.40
26 Week	\$18.80	\$488.80
52 Week	\$16.80	\$873.60
Post on CapeGazette.com	\$11.00	N/A

\*Sold as prepaid and contracts only.

#### Deadlines

##### CLASSIFIED ADS

**Friday Issue** - Wednesday at Noon

**Tuesday Issue** - Friday at Noon

##### CAPE SERVICES

**Friday** for following Friday

### 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**

1 col. - 1.38"

2 col. - 2.85"

3 col. - 4.32"

4 col. - 5.79"

5 col. - 7.24"

6 col. - 8.72"

7 col. - 10.18"