

Cape Gazette AD RATES BY COLUMN INCH 2020



The dynamic territory known as Delaware's Cape Region radiates north, west and south from Cape Henlopen where Delaware Bay meets the Atlantic Ocean.

The Cape Region includes the ocean and bay beach communities and the eastern half of Sussex County that looks to the beach for its recreation, shopping and entertainment.

Delaware's Cape Region represents the fastest-growing areas of Delaware and the East Coast. The growth continues due to low taxes, our temperate climate, public beaches, and the bays and rivers.

Our distribution has grown to include points beyond our Cape Region. Readers now acquire papers in Seaford, Bridgeville, Selbyville, Greenwood, Millville and beyond!

The Cape Gazette is published Tuesday & Friday, and sells more than 23,000 copies each week. More than 8,000 receive home delivery of the Cape Gazette twice a week. An additional 4,000 to 5,600 copies are sold weekly on newsstands.

For more information
call 302-645-7700

The Cape Gazette is locally owned
and operated in Sussex County, DE.

Frequency Rates

Total column inches	No Contract per col. inch	13 week per col. inch	26 week per col. inch	52 week per col. inch
A. 1 - 7	\$12.54	\$11.29	\$10.66	\$10.03
B. 8 - 13	\$11.91	\$10.72	\$10.13	\$9.53
C. 14 - 27	\$11.32	\$10.19	\$9.62	\$9.05
D. 28 - 41	\$10.75	\$9.68	\$9.14	\$8.60
E. 42 - 55	\$10.21	\$9.19	\$8.68	\$8.17
F. 56 - 70	\$9.70	\$8.73	\$8.25	\$7.76
G. 71 - 140	\$9.22	\$8.30	\$7.84	\$7.37
H. 141 - 210	\$8.76	\$7.88	\$7.44	\$7.01
I. 211 & up	\$8.32	\$7.49	\$7.07	\$6.66

Bulk Rates

Total column inches	Cost per inch	Total column inches	Cost per inch
208 - 415	\$10.02	2184 - 2911	\$8.17
416 - 727	\$9.53	2912 - 3640	\$7.75
728 - 1455	\$9.05	3641 - 5460	\$7.37
1456 - 2183	\$8.60	5461 - 7280+	\$7.00

Advertisers may earn **DISCOUNTED BULK RATES** by agreeing to place a minimum number of advertising inches during a 52 week period.

Add Color to an advertisement

20 inches & larger = additional \$85 | Less than 20 col. inches = \$4.00 per column inch

2020 Cape Gazette Pick-Up rate = \$7.00 per col. inch

Ad must remain the same and run in another Cape Gazette publication within 6 days

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.

Advertising Deadline:

Friday Paper:

11am Tuesday - Copy is due 4pm Tuesday

Midweek / Tuesday Paper:

2pm Thursday - Copy is due Friday