



2023 MEDIA KIT Cape Gazette



8,500+
SUBSCRIBERS



25,000
DAILY WEBSITE
USERS



13,000
TOTAL CIRCULATION
PER EDITION

1/16 PAGE

2 col. (3.7") x 2"
4 col. inches

Weeks	Cost per issue
1	\$66.16
13	\$61.16
26	\$58.64
52	\$56.12

Subtract \$16 for BW

**1/16
PAGE**

1/8 PAGE

2 col. (3.7") x 4"
8 col. inches

Weeks	Cost per issue
1	\$127.28
13	\$117.76
26	\$113.04
52	\$108.24

Subtract \$32 for BW

**1/8
PAGE**

1/6 PAGE

3 col. (5.63") x 4"
12 col. inches

Weeks	Cost per issue
1	\$190.92
13	\$176.64
26	\$169.56
52	\$162.36

Subtract \$48 for BW

**1/6
PAGE**

1/4 PAGE

3 col. (5.63") x 6.75"
20.25 col. inches

Weeks	Cost per issue
1	\$314.23
13	\$291.35
26	\$279.81
52	\$268.26

Subtract \$85 for BW

**1/4
PAGE**

1/2 PAGE VERTICAL

3 col. (5.63") x 11"
33 col. inches

Weeks	Cost per issue
1	\$439.75
13	\$404.44
26	\$386.62
52	\$368.80

Subtract \$85 for BW

**1/2-V
PAGE**

1/2 PAGE HORIZONTAL

5 col. (9.5") x 6.75"
33.75 col. inches

Weeks	Cost per issue
1	\$447.81
13	\$411.70
26	\$393.48
52	\$375.25

Subtract \$85 for BW

**1/2-H
PAGE**

2/3 PAGE

3 col. (5.63") x 14"
42 col. inches

Weeks	Cost per issue
1	\$513.82
13	\$470.98
26	\$449.56
52	\$428.14

Subtract \$85 for BW

**2/3
PAGE**

3/4 PAGE

4 col. (7.57") x 11"
44 col. inches

Weeks	Cost per issue
1	\$534.24
13	\$489.36
26	\$466.92
52	\$444.48

Subtract \$85 for BW

**3/4
PAGE**

FULL PAGE

5 col. (9.5") x 14"
70 col. inches

Weeks	Cost per issue
1	\$764.00
13	\$696.10
26	\$662.50
52	\$628.20

Subtract \$85 for BW

**FULL
PAGE**

**Averaging
OVER 25,000
USERS DAILY**



CAPEGAZETTE.com

provides the most comprehensive coverage of Cape Region news and information drawing readers with local interests.

Over 4 million annual unique users choose CapeGazette.com as their source to stay in tune with the Delaware Cape Region.

PREMIUM WEB DISPLAY CAMPAIGNS RATES PER WEEK

OPEN*	52 WEEK CONTRACT	WEEKLY IMPRESSIONS	GUARANTEED ANNUAL IMPRESSIONS
\$125	\$115	14,500	750,000
\$185	\$175	22,000	1,125,000
\$240	\$225	29,000	1,500,000
\$290	\$280	36,000	1,875,000
\$350	\$325	43,000	2,250,000
\$375	\$365	50,000	2,625,000
\$420	\$405	58,000	3,000,000

*Weekly buys only available as contracted inventory permits

WEB RATES

Local campaigns placed on CapeGazette.com receive click-through rates 2–5 times higher than web display averages.

AFFILIATE PROGRAM

A unique opportunity for businesses and organizations to create native content on CapeGazette.com. Members are able to connect with millions of users.

\$35 per week | \$10 per week for 501(c)(3)

Benefits include:

- Post business offers and briefs to the public
- Premium rotating 300x250 banner on story pages
- Your unique web address (mini-site) listed in our business directory
- RSS Feed available - Update social media accounts and website
- Submit calendar information
- Share your listing on social networks
- Google Map displays your primary location
- Use this program to drive more traffic to your site
- All posts indexed by major search engines

AFFILIATE REAL ESTATE PROGRAM

Real estate businesses can promote and post information including their property listings on CapeGazette.com. This program is sure to increase your website traffic numbers. Members are able to post their listing, offers, and specials in front of thousands of daily viewers for \$35 per week. Benefits are the same as the Affiliate program. The extra Real Estate Slot feature enables agents to post photos and information for prospective buyers.

AFFILIATE / REAL ESTATE

Real Estate Slots Prices based on amount purchased per year.

1 Slot \$200 per year

5 Slots \$375 per year

10 Slots \$650 per year

20 Slots \$1000 per year

35 Slots \$1575 per year

REAL ESTATE SLOTS

The property-listing feature, for an added charge, includes:

- Main image & photo galleries
- Full details of property
- Agent contact and profile
- Google maps of property
- Social media tools
- Create Open House notices

Ask about having a customized, actively managed web campaign built for your business.

Call 302-645-7700 or email adsales@capegazette.com

REGULAR CLASSIFIED RATES

TYPE OF CLASSIFIED	NO CONTRACT	CONDITIONS	RUN TIME	OTHER
Display Ads	\$9.20	Per col. inch First Run	2 nd Run = \$5.90 per col. inch	13, 26, & 52 week rates are for consecutive insertions
Commercial Word Ads	\$8.50	Per 20 words, 50¢ for each additional word		
Legal Ads	\$9.20	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	\$9.20	Per col. inch Pre-pay only	1 Time	
Concealed Weapon	\$35.00	Pre-pay only	1 Time	
Yard Sales	\$19.00	Pre-pay only	1 Time	2 Times for \$24 Ad listed online
Personal Items Only (not business-related)	Free for 20 words or less.	Over 20 words - \$8.50 flat rate + 50¢ for each word over.		
Post on Internet	1-6 col. inches \$15.00 7+ col. inches \$20.00	1 Week. Posted on Fridays	Combined with print only	No additional discounts

COLOR ADS

Add \$3.90 per col. inch for color ads

CLASSIFIED PICK-UP RATE

\$5.90 per col. inch Ad must remain the same (no changes)
and run in another Cape Gazette publication within 6 days

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

*Includes Online. *Sold as prepaid and contracts only.*

GRAPHIC REQUIREMENTS

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

PHOTOS & ART SUBMISSIONS should be high-quality
& high-resolution images (at least 170 dpi=in TIFF / JPEG or
applicable formats. Fonts Required for ads must be submitted
separately and will be substituted if missing or unavailable.

DEADLINES

CLASSIFIED ADS

Friday Issue - Wednesday at Noon

Tuesday Issue - Friday at Noon

CAPE SERVICES

Friday for following Friday

For more information, call 302-645-7700

CLASSIFIEDS COLUMN SIZES

RVSD10/21 RC 29

1 Column = 1.28"	2 Columns = 2.65"	3 Columns = 4.02"	4 Columns = 5.39"	5 Columns = 6.76"	6 Columns = 8.13"	7 Columns = 9.5"
1	2	3	4	5	6	7

Special GROUP PAGES | 2023

Advertising your business on these special community pages bolsters brand presence in support of many special events and holidays that happen throughout the year.



MARTIN LUTHER KING COMMEMORATIVE WEEKEND

DEADLINE: JAN 10

PUBLISHES: JAN 13



LEWES SPRING SIDEWALK SALE AND BRITISH MOTORCAR SHOW

DEADLINE: APRIL 25 PUBLISHES: APRIL 28



CELEBRATING MOTHER'S DAY

DEADLINE: MAY 4

PUBLISHES: MAY 9 (MW)
MAY 12 (FRI)



LEWES GARDEN TOUR

DEADLINE: JUNE 13

PUBLISHES: JUNE 16



BACK TO SCHOOL

DEADLINE: AUG 29

PUBLISHES: SEPT 1



BOAST THE COAST & UD COAST DAY

DEADLINE: SEPT 19 PUBLISHES: SEPT 22 & 29

SMALL BUSINESS SATURDAY



DEADLINE: NOV 16

PUBLISHES: NOV 21 (MW) • NOV 24 (FRI)



4TH OF JULY FIREWORKS GUIDE MULTI-PAGE SECTION

Special Ad Sizes For These Pages ONLY

\$100 SINGLE BOX AD:
2.95" X 2.125"

\$200 DOUBLE BOX AD:
2.95" X 4.375"

DEADLINE: JUNE 22

PUBLISHES: JUNE 29 (BP) & JUNE 30 (CG)

\$100 / INSERTION
STANDARD BOX AD:

4.5" X 4.375"

\$190 / INSERTION
DOUBLE BOX AD:

9.65" X 4.375"

Availability may be limited. Please check with your ad rep.

**Your
Ad
Here!**

Cape Gazette Special Publications 2023

Page Reservation List

Returning advertisers are provided first right of refusal on any premium pages held the prior year.

☐ Premium Page Request

If you would like to request a premium page, please select the box marked premium request and your advertising representative will contact you should a premium page becomes available.



6"x9"

DEADLINE: JAN 6
PUBLISHES: FEB 3

Polar Plunge

- ☐ 1/3\$130
- ☐ 1/2 H.....\$180
- ☐ Full.....\$330
- ☐ Pg 3,5,7,9\$355
- ☐ Inside Front\$405
- ☐ Inside Back\$380
- ☐ Back.....\$455
- ☐ 2 Full Pgs.....\$544
- ☐ Double truck.....\$680



7.75" x 9.75"

DEADLINE: JAN 13
PUBLISHES: FEB 10

Weddings

- ☐ Enhanced Listing\$75
- ☐ Banner\$150
- ☐ 1/2 H.....\$255
- ☐ Full.....\$450
- ☐ Pg 3, 5, 7, 9\$515
- ☐ Back\$805
- ☐ Inside Front\$765
- ☐ Inside Back\$735
- ☐ 2 Full Pgs.....\$810
- ☐ Double truck.....\$930



7.75" x 9.75"

DEADLINE: FEB 10
PUBLISHES: MAR 10

Medical Directory

- ☐ Enhanced Listing\$75
- ☐ Banner\$150
- ☐ 1/2 H.....\$255
- ☐ Full.....\$450
- ☐ Pg 3, 5, 7, 9\$515
- ☐ Back\$805
- ☐ Inside Front\$765
- ☐ Inside Back\$735
- ☐ 2 Full Pgs.....\$810
- ☐ Double truck.....\$930



7.75" x 9.75"

DEADLINE: FEB 24
PUBLISHES: MAR 24

Spring Home & Garden Landscapes Edition

- ☐ Banner\$150
- ☐ 1/2 H.....\$255
- ☐ Full.....\$450
- ☐ Pg 3, 5, 7, 9\$515
- ☐ Back\$805
- ☐ Inside Front\$765
- ☐ Inside Back\$735
- ☐ 2 Full Pgs.....\$810
- ☐ Double truck.....\$930



7.75" x 9.75"

DEADLINE: MAR 17
PUBLISHES: APR 14

Spring & Summer Festivals Guide

- ☐ Banner\$150
- ☐ 1/2 H.....\$255
- ☐ Full.....\$450
- ☐ Pg 3, 5, 7, 9\$515
- ☐ Back\$805
- ☐ Inside Front\$765
- ☐ Inside Back\$735
- ☐ 2 Full Pgs.....\$810
- ☐ Double truck.....\$930



7.75" x 9.75"

DEADLINE: APRIL 14
PUBLISHES: MAY 12

Dine Out!

- ☐ 1/2 H\$330
- ☐ Full.....\$610
- ☐ Pg 3, 5, 7, 9\$675
- ☐ Inside Front\$955
- ☐ Inside Back\$925
- ☐ Back.....\$990
- ☐ 2 Full Pgs.....\$1100
- ☐ Double truck.....\$1130



6"x9"

DEADLINE: APRIL 28
PUBLISHES: MAY 26

Our Pets Directory

- ☐ Enhanced Listing\$75
- ☐ 1/3\$130
- ☐ 1/2 H\$180
- ☐ Full.....\$330
- ☐ Pg 3,5,7,9\$355
- ☐ Inside Front\$405
- ☐ Inside Back\$380
- ☐ Back.....\$455
- ☐ 2 Full Pgs.....\$544
- ☐ Double truck.....\$680



7.75" x 9.75"

DEADLINE: MAY 19
PUBLISHES: JUNE 16

CHHS Graduation Booklet

Commemorative Booklet

- ☐ Banner \$110
- ☐ 1/2 H \$205
- ☐ Full \$397
- ☐ Inside Back \$425
- ☐ Inside Front \$440
- ☐ Pg 3, 5, 7, 9 \$450
- ☐ Back \$455
- ☐ Double truck \$805



7.75" x 9.75"

DEADLINE: JULY 28
PUBLISHES: SEPT 1

Fall Festivals

- ☐ Banner \$150
- ☐ 1/2 H \$255
- ☐ Full \$450
- ☐ Pg 3, 5, 7, 9 \$515
- ☐ Back \$805
- ☐ Inside Front \$765
- ☐ Inside Back \$735
- ☐ 2 Full Pgs \$810
- ☐ Double truck \$930



7.75" x 9.75"

DEADLINE: AUG 11
PUBLISHES: SEPT 15

Fall Home & Garden Real Estate Edition

- ☐ Banner \$150
- ☐ 1/2 H \$255
- ☐ Full \$450
- ☐ Pg 3, 5, 7, 9 \$515
- ☐ Back \$805
- ☐ Inside Front \$765
- ☐ Inside Back \$735
- ☐ 2 Full Pgs \$810
- ☐ Double truck \$930



6" x 9"

DEADLINE: SEPT 8
PUBLISHES: OCT 10 & 13

Rehoboth Beach Jazz Festival

Official Program

- ☐ 1/3 \$130
- ☐ 1/2 H \$205
- ☐ Full \$405
- ☐ Pg 3, 5, 7, 9 \$455
- ☐ Back \$755
- ☐ Inside Front \$705
- ☐ Inside Back \$680
- ☐ Double truck \$855



7.75" x 9.75"

DEADLINE: SEPT 22
PUBLISHES: OCT 20

55 Plus

- ☐ Banner \$150
- ☐ 1/2 H \$255
- ☐ Full \$450
- ☐ Pg 3, 5, 7, 9 \$515
- ☐ Back \$805
- ☐ Inside Front \$765
- ☐ Inside Back \$735
- ☐ 2 Full Pgs \$810
- ☐ Double truck \$930



7.75" x 9.75"

DEADLINE: OCT 20
PUBLISHES: NOV 21 & 24

'Tis The Season

Official Rehoboth Tree-Lighting Songbook

- ☐ Banner \$150
- ☐ 1/2 H \$255
- ☐ Full \$450
- ☐ Pg 3, 5, 7, 9 \$515
- ☐ Back \$805
- ☐ Inside Front \$765
- ☐ Inside Back \$735
- ☐ 2 Full Pgs \$810
- ☐ Double truck \$930

RESERVE IN ADVANCE & SAVE!

Reserve 2 **SAVE 5%**
Reserve 3 **SAVE 10%**

Reserve 4 **SAVE 15%**
Reserve 5 **SAVE 20%**

Additional 5% Pre-pay Discount
off discounted prices

**Premium pages
subject to availability*

TERMS: Accounts are due within 30 days of invoice date. Accounts over 30 days past due are subject to a 1-1/2% monthly service charge on unpaid balance. If copy is not made available by the deadline, Publisher is authorized to run a rate holder. Proper notification of copy changes is Advertiser's responsibility. Advertiser and Advertiser's agency or representative assume sole responsibility for statements contained in Advertiser's copy and agree to protect and hold harmless the paper, its Publisher and associates against any and all liability, loss or expense, including attorney's fees arising from claims for libel, unfair trade practices, unfair competition, infringements of trademarks, copyrights, proprietary rights and all violations of the right to privacy resulting from Advertiser's copy.

This order, when accepted by Publisher, becomes a binding agreement. Person whose signature is below is an authorized agent of the advertiser guarantees full and timely payment under the terms of this agreement. Each signature certifies authority to act as contracting agent for this Agreement.

ACCOUNT EXECUTIVE, CAPE GAZETTE, LTD.

DATE

APPROVED BY DIRECTOR OF ADVERTISING, CAPE GAZETTE, LTD.

DATE

CLIENT (ADVERTISER/AGENCY/AUTHORIZED REPRESENTATIVE)

PRINT NAME

Cape Gazette

**17585 Nassau Commons Blvd.
Lewes, DE 19958**

For more information, call 302.645.7700



THE CURRENT

CAPE GAZETTE'S

Newest EDITION

An **authentic source** for the people & places that make our beach area the place to be in the summer months for all that call it home permanently, or just for the weekend. **The Current** is a destination to learn about local happenings, beach culture, the social scene and the movers + shakers stirring up the beach region

Our voice is hip, current, and laced with casual humor and approachability. Its goal is to be something to be part of, to participate in and interact with; a promoter of good times.

**Published every Thursday,
May 18 through September 7.**

CIRCULATION: 11,000 - 13,500 per week for a 17-week summer season.

DISTRIBUTION: more than 400 high-traffic locations such as terminals, visitor centers, hotels, Realtors and retail newsstands.

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

Rates by size

Ad Size	OPEN RATE Per Week	17 WEEK RATE	
		Per Week	Total
Bus. Card (2 col. x 2")	\$59.00	\$54.40	= \$924.80
1/8 Page (2 col. x 4")	\$113.44	\$104.64	= \$1778.88
1/6 Page (3 col. x 4")	\$170.16	\$156.96	= \$2668.32
1/4 Page (3 col. x 6.75")	\$275.20	\$254.14	= \$4320.55
1/2 Page Vrt. (3 col. x 11")	\$390.38	\$357.71	= \$6081.07
1/2 Page Hrz. (5 col. x 6.75")	\$397.78	\$364.36	= \$6194.12
2/3 Page (3 col. x 14")	\$458.54	\$419.06	= \$7124.02
3/4 Page (4 col. x 11")	\$477.28	\$435.92	= \$7410.64
Full Page (5 col. x 14")	\$688.00	\$625.70	= \$10636.90

CAPE GAZETTE PICK-UP RATE = \$7.00 per col. inch + Color

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

CONSISTENCY RATE = \$9.00 per col. inch + Color



**Call today to grab space in what everyone
will be talking about All. Summer. Long.**

ADVERTISING DEADLINES

Space Reservation - 11am Thursday
before the desired publication date.

All copy - due Monday 4pm.

Camera-Ready Ads - due Tuesday 12 Noon.

GRAPHIC REQUIREMENTS

Exact size with layers flattened,
all fonts embedded, CMYK colors,
resolution of 170 - 300 dpi.
Email ads to the ad representative.

WANT MORE?

↓ Sponsored Content

Have something cool happening? Stand out and reach your customers, beyond traditional print advertising. Sponsored content can help you get in front of your audience, keep them engaged, and promotes your businesses in ways never offered before.



THE CURRENT EVENT



LARGE
SPOTLIGHT

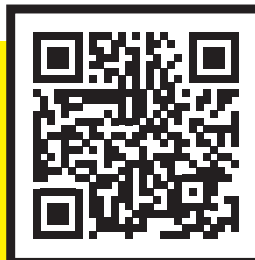
\$300

FRIDAY,
AUGUST
19
8PM



BOTTLE & CORK PRESENTS Delaware drummer Ed Shockley and his six-piece band. Vinyl Shockley, will perform Friday, Aug. 19. All proceeds benefit Paul Kares, a nonprofit that supports aspiring musicians and hospitality-industry professionals. Shockley performs in several area bands, but the Aug. 19 event represents a rare Sussex County appearance with Vinyl Shockley, which plays original music inspired by rhythm and blues.

THE BOTTLE & CORK IS A PREMIERE CONCERT VENUE IN DELAWARE FEATURING THE BEST UP AND COMING NATIONAL ACTS AS WELL THE MOST FAMOUS ARTISTS IN THE WORLD.



LOCATED AT 18047 HIGHWAY ONE, DEWEY BEACH.

READY TO
LEVEL UP?

Sponsored Spotlights
are also featured in our
weekly newsletter, The
Weekly Current



DO THIS

DIY MANTRA BRACELETS CLASS

Students will learn how to make their own wearable jewelry from start to finish in one class. In these jewelry classes, students will learn to saw, texture, stamp, form and polish metal to create personalized silver ring or bracelet. This is a fun and creative way to spend a night doing something new with a bonding experience with a group of friends, family or teammates. Everyone will leave the class with a wearable, handmade reminder of their intention or mantra.

Classes are set for Wednesdays, Jun. 18 and Aug. 1. Each class is \$120, and beginner students are welcome.

Heidi Lowe Gallery is open from 10 a.m. to 5 p.m., Monday to Saturday, at 17522 Ward Ave. No. 2, Lewes. For more information, visit heidilowegallery.com.

SPONSORED

SMALL
SPOTLIGHT
\$100