

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

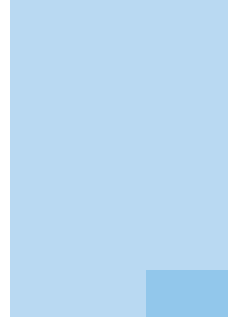
Weeks	Cost per issue
1	\$778.00
13	\$708.70
26	\$673.70
52	\$639.40

Subtract \$85 for BW

1/16 PAGE
2 col. (3.7") x 2"
4 col. inches

Weeks	Cost per issue
1	\$67.16
13	\$62.04
26	\$59.48
52	\$56.92

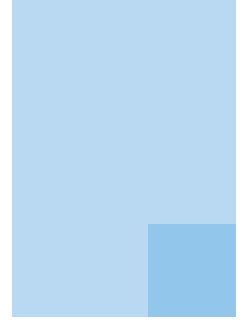
Subtract \$16 for BW



1/8 PAGE
2 col. (3.7") x 4"
8 col. inches

Weeks	Cost per issue
1	\$129.20
13	\$119.52
26	\$114.64
52	\$109.76

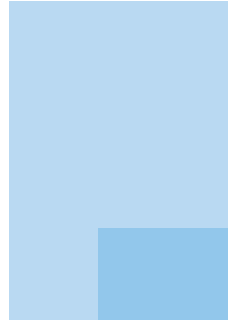
Subtract \$32 for BW



1/6 PAGE
3 col. (5.63") x 4"
12 col. inches

Weeks	Cost per issue
1	\$193.81
13	\$179.23
26	\$171.94
52	\$164.64

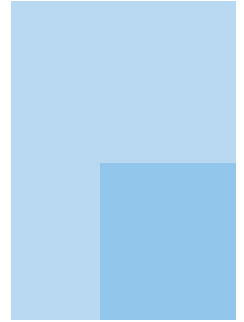
Subtract \$48 for BW



1/4 PAGE
3 col. (5.63") x 6.75"
20.25 col. inches

Weeks	Cost per issue
1	\$318.69
13	\$295.40
26	\$283.65
52	\$271.91

Subtract \$85 for BW



**CAPE GAZETTE
PICK-UP RATE**

\$8.00 per col. inch

Ad must remain the same (no changes) & run in another Cape Gazette publication within 7 days.

**ART
REQUIREMENTS**

PDFS PREFERRED

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

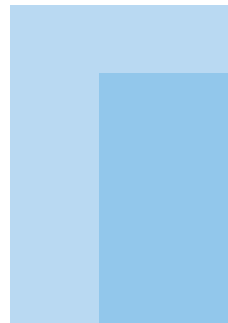
**PHOTOS & ART
SUBMISSIONS**

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.

1/2 PAGE VERTICAL
3 col. (5.63") x 11"
33 col. inches

Weeks	Cost per issue
1	\$447.01
13	\$410.71
26	\$392.56
52	\$374.41

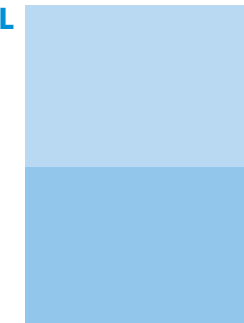
Subtract \$85 for BW



1/2 PAGE HORIZONTAL
5 col. (9.5") x 6.75"
33.75 col. inches

Weeks	Cost per issue
1	\$455.24
13	\$418.11
26	\$399.55
52	\$380.99

Subtract \$85 for BW



2/3 PAGE
3 col. (5.63") x 14"
42 col. inches

Weeks	Cost per issue
1	\$522.64
13	\$478.96
26	\$456.70
52	\$434.86

Subtract \$85 for BW



3/4 PAGE
4 col. (7.57") x 11"
44 col. inches

Weeks	Cost per issue
1	\$543.48
13	\$497.72
26	\$474.40
52	\$451.52

Subtract \$85 for BW



**CAPE GAZETTE
INSERT RATES**

Inserts and Pre-Prints – Cape Gazette only.

All Insert & Pre-Print Prices Are Net.

Total Pages to Insert

Total Pages to Insert	Cost per Thousand
A. 1 - 4	\$35 / thousand
B. 5 - 12	\$50 / thousand
C. 13 - 20	\$60 / thousand
D. 21 - 40	\$70 / thousand
E. 41 - 50	\$80 / thousand

5K Minimum Circulation Per Insert

For pre-prints above 50 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

**For more information,
call 302-645-7700**

→ Additional Size Options Available, Ask Your Rep For Details