Cape Gazette





25,000 AVERAGE DAILY WEBSITE USERS



13,000 AVERAGE TOTAL CIRCULATION PER EDITION



17585 Nassau Commons Blvd, Lewes • 302.645.7700 • www.capegazette.com





	1/16 PAGE		1/8 PAGE	
	2 col. (3.7") x 2"		2 col. (3.7") x 4"	
	4 col. inches		8 col. inches	
	Weeke Cest new issue		Weeks Cost new issue	
	Weeks Cost per issue		Weeks Cost per issue	
	1 \$67.16		1 \$129.20	
	13 \$62.04		13 \$119.52	
	26 \$59.48		26 \$114.64	
	52 \$56.92		52 \$109.76	
	Subtract \$16 for BW		Subtract \$32 for BW	
	SUDITACE \$10 TOF BVV		SUDITACE \$52 TOF BVV	
FULL PAGE				
5 col. (9.5″) x 14"	1/6 PAGE		1/4 PAGE	
70 col. inches	3 col. (5.63") x 4"		3 col. (5.63") x 6.75"	
70 col. menes	12 col. inches		20.25 col. inches	
Weeks Cost per issue				
	Weeks Cost per issue		Weeks Cost per issue	
1 \$778.00	1 \$193.81		1 \$318.69	
13 \$708.70				
26 \$673.70	13 \$179.23		13 \$295.40	
52 \$639.40	26 \$171.94		26 \$283.65	
JZ \$039.40	52 \$164.64		52 \$271.91	
Subtract \$85 for BW	i i i i i i i i i i i i i i i i i i i			
	Subtract \$48 for BW		Subtract \$85 for BW	
CAPE GAZETTE	1/2 PAGE VERTICAL		1/2 PAGE HORIZONTAL	
PICK-UP RATE	3 col. (5.63") x 11"		5 col. (9.5") x 6.75"	
\$8.00 per col. inch	33 col. inches		33.75 col. inches	
•				
Ad must remain the same	Weeks Cost per issue		Weeks Cost per issue	
(no changes) & run in another Cape	1 \$447.01		1 \$455.24	
Gazette publication within 7 days.				
	13 \$410.71		13 \$418.11	
4.57	26 \$392.56		26 \$399.55	
ART	52 \$374.41		52 \$380.99	
REQUIREMENTS			Subtract \$85 for BW	
PDFS PREFERRED	Subtract \$85 for BW		SUDITACE \$65 TOF BVV	
Exact size with layers flattened,				
all fonts embedded, CMYK,	2/3 PAGE		3/4 PAGE	
resolution of 170 - 300 dpi.	3 col. (5.63") x 14"		4 col. (7.57″) x 11"	
	42 col. inches		44 col. inches	
PHOTOS & ART				
SUBMISSIONS	Weeks Cost per issue		Weeks Cost per issue	
should be high-quality & high-	1 \$522.64		1 \$543.48	
resolution images (at least 170				
dpi in TIFF / JPEG or applicable	13 \$478.96		13 \$497.72	
formats. Fonts Required for ads	26 \$456.70		26 \$474.40	
must be submitted separately	52 \$434.86		52 \$451.52	
and will be substituted if				
missing or unavailable.	Subtract \$85 for BW		Subtract \$85 for BW	
	1		1	
CAPE GAZETTE	Total Pages to Insert	Cost per Thousand	5K Minimum Circulation	n Per Insert
	-		For me prints above 50 marss and	on rotos 202 CAE 7700
INSERT RATES	A. 1-4	\$35 / thousand	For pre-prints above 50 pages, call f	
Inserts and Pre-Prints –	B. 5 - 12	\$50 / thousand	<u>Shipping address for p</u>	-
Cape Gazette only.	C. 13 - 20	\$60 / thousand	Cape Gazette, c/o Delaware	
All Insert & Pre-Print Prices		\$70 / thousand	110 Galaxy Dr.	
An insert & Fre-Frint Frices Are Net.	D. 21 - 40		Dover, DE 1990	п
AIC NCL.	E. 41 - 50	\$80 / thousand	For more inform	ation
			For more inform	auon,

→ Additional Size Options Available, Ask Your Rep For Details

call 302-645-7700



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**

WEB RATES

OPEN*	52 WEEK CONTRACT	WEEKLY IMPRESSIONS	GUARANTEED ANNUAL IMPRESSIONS
\$130	\$120	14,500	750,000
\$190	\$180	22,000	1,125,000
\$245	\$230	29,000	1,500,000
\$295	\$285	36,000	1,875,000
\$355	\$330	43,000	2,250,000
\$380	\$370	50,000	2,625,000
\$425	\$410	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 | \$15 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
 - - **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
- Google maps of property • Create Open House notices
- Agent contact and profile
- Social media tools

Ask about having a customized, actively managed

web campaign built for your business.

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

- - 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
- - Submit calendar information





REGULAR CLASSIFIED RATES

Display Ads - See Standard Ad Rate Card

TYPE OF CLASSIFIED	NO CONTRACT	CONDITIONS	RUN TIME	OTHER
Commercial Word Ads	\$20.00	Per 20 words, 50¢ for each additional word	2 Times (Tues/Fri)	
Legal Ads	52 Week Display Rate	Per col. inch		
Name Change	\$125.00	Pre-pay only	3 Times	
Alcohol License	\$125.00	Pre-pay only	3 Times	
Not responsible for Debts	STANDARD RATE CARD	Per col. inch Pre-pay only	1 Time	
Concealed Weapon	\$40.00	Pre-pay only	1 Time	
Yard Sales	\$20.00	Pre-pay only	1 Time	2 Times for \$25 Ad listed online
Personal Items Only (not business-related)	Free for 20 words or less.	Flat rate + \$1 for each word over		
Online CapeGazette.com	\$25.00	1 Week. Posted on Fridays	Combined with print only	No additional discounts

CLASSIFIED PICK-UP RATE

\$8 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 - Tuesday at Noon Tuesday Issue - Thursday at Noon

> CAPE SERVICES Friday for following Friday

Special GROUP PAGES

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 COMMERATIVE WEEKEND

•

DEADLINE: JAN 9

PUBLISHES: JAN 12

New this year! POLAR PLUNGE

DEADLINE: JAN 30 PUBLISHES: FEB 2



LEWES SPRING SIDEWALK SALE AND BRITISH MOTORCAR SHOW DEADLINE: APR 25

PUBLISHES: APR 30 (MW) & MAY 3 (CG)





BACK TO SCHOOL DEADLINE: AUG 27 PUBLISHES:



BOAST THE COAST & UD COAST DAY DEADLINE: SEPT 17 PUBLISHES: SEPT 20 & 27



4TH OF JULY FIREWORKS GUIDE MULTI-PAGE SECTION

Special Ad Sizes For These Pages ONLY

\$125 SINGLE BOX AD: 2.95" X 2.125"

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

DEADLINE: JUNE 25 PUBLISHES: JUNE 28 (CG) & JULY 4 (TC) \$125 / INSERTION STANDARD BOX AD: 4.5" X 4.375"

\$200 / INSERTION DOUBLE BOX AD: 9.65" X 4.375"



PUBLISHES: NOV 26 (MW) • NOV 29 (FRI)



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





DEADLINE: JAN 12 PUBLISHES: FEB 9



DEADLINE: FEB 23 PUBLISHES: MAR 22



DEADLINE: APRIL 12 PUBLISHES: MAY 10

Weddings

🖵 Banner	\$150
□ 1/2 H	\$255
🗅 Full	\$450
🖵 Pg 3, 5, 7, 9	\$515
Back	
Inside Front	\$765
🖵 Inside Back	\$735
🗅 2 Full Pgs	
Double truck	

Spring Home & Garden

🖵 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

Dine Out!

□ 1/2 H	\$330
🗅 Full	\$610
🖵 Pg 3, 5, 7, 9	\$675
□ Inside Front	
🖵 Inside Back	\$925
🖵 Back	\$990
🗅 2 Full Pgs	\$1100
Double truck	



DEADLINE: FEB 9 PUBLISHES: MAR 8



DEADLINE: MAR 15 PUBLISHES: APR 19



DEADLINE: APRIL 26 PUBLISHES: MAY 24

Med Matters

🖵 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

Spring & Summer 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

Our Pets

□ 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	



DEADLINE: MAY 17 PUBLISHES: JUNE 14



DEADLINE: AUG 23 PUBLISHES: SEPT 20



DEADLINE: SEPT 20 PUBLISHES: OCT 18

RESERVE IN ADVANCE & SAVE!

Reserve 2 SAVE 5% Reserve 3 SAVE 10%

Reserve 4 SAVE 15% Reserve 5 SAVE 20%

CHHS Graduation

Booklet Commemorative Booklet

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

Fall Home

& Garden

□ 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

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



DEADLINE: AUG 2 PUBLISHES: AUG 30



DEADLINE: SEPT 13 PUBLISHES: OCT 8 & 11



PUBLISHES: NOV 26 & 29

Fall Festivals

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

Rehoboth Beach Jazz Festival

Official Program

□ 1/3	.\$130
□ 1/2 H	. \$205
□ Full	. \$405
□ Pg 3, 5, 7, 9	. \$455
Back	
□ Inside Front	. \$705
□ Inside Back	
Double truck	

'Tis The Season

Official Rehoboth Tree-Lighting Songbook

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

Additional 5% Pre-pay Discount off discounted prices

*Premium pages subject to availability. Returning advertisers are provided first right of refusal on any premium pages held the prior year.

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



17585 Nassau Commons Blvd. Lewes, DE 19958

For more information, call 302.645.7700

A CAPE GAZETTE SPECIAL PUBLICATION

THEURRENT

2024

An authentic paperzine 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. Published every Thursday, May 16 through September 5.

Rates by size	Prices include full color.	
Ad Size	17 WEEK RATE Per Week	OPEN RATE Per Week
Bus. Card 2 col. (3.7") x 2" 4 week min.	\$54.40	\$59.00
1/8 Page 2 col. (3.7") x 4" 4 week min.	\$104.64	\$113.44
1/6 Page 3 col. (5.63") x 4"	\$156.96	\$170.16
1/4 Page 3 col. (5.63") x 6.75"	\$254.14	\$170.16
1/2 Page Vrt. 3 col. (5.63") x 11"	\$357.71	\$390.38
1/2 Page Hrz. 5 col. (9.5") x 6.75"	\$364.36	\$397.78
2/3 Page 3 col. (5.63") x 14"	\$419.06	\$458.54
3/4 Page 4 col. (7.57") x 11"	\$435.92	\$477.28
Full Page 5 col. (9.5") x 14"	\$625.70	\$688.00

ASK YOUR REP ABOUT PICK-UP RATES

Call **302-645-7700** or email **adsales@capegazette.com** to grab space in what everyone will be talking about **All. Summer. Long.**

CUSTOM SPONSORED CONTENT Talk To Your Rep For Pricing & Options

12,500+ COPIES PRINTED

per week printed and distributed at more than 400 high-traffic locations such as visitor centers, hotels, Realtors and retail newsstands.

THE URBENT

CHE CAPE GAZETTE PUBLICATION

THE CAPE GAZETTE PUBLICATION THIS WEEK CANSUR CARE

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.

A CAPE GAZETTE SPECIAL PUBLICATION KRE 2024 THE

Your Ad Here!

SINGLE BLOCK 1.45" x 1.625" \$400 / season

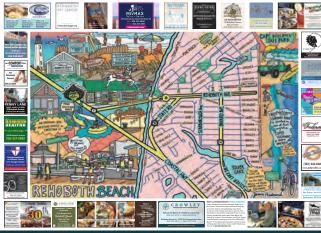
Your

Ad

Here!

DOUBLE VERTICAL 1.45" x 3.125" or DOUBLE HORIZONTAL 2.9" x 1.625"

\$750 / season



Our Beach Towns are the COOLEST. Show your support!

The Macl

Ask your rep about availability.

