

Machias Valley News Observer

Rate Card

Effective May 8, 2009

Ph: 207-255-6561 ~ Fax: 207-255-4058

news@machiasnews.com
copy@machiasnews.com
editor@machiasnews.com

PO Box 357, 41 Broadway
Machias, ME 04654

GENERAL INFORMATION

Founded 1852

Publisher: Machias Valley Publishing Co., Inc.

Co-Publishers: Jay B. & Karen Hinson
Eugene & Patricia M. Townsend

Serving the County Seat of Machias and all towns of
Washington County, Maine

Area Population: 22,000
Circulation: 3,000

RATES

DISPLAY ADVERTISING:

\$4.75 per column inch (see below)

Full Page\$350.00
Half Page\$178.00
Quarter Page\$89.00

Color: One color is \$45.00 plus cost of ad
Full color is \$225.00 plus cost of ad

INSERTS Maximum size 8"x10", pricing by size & weight

LEGAL ADVERTISEMENTS

\$6.50 per column inch

POLITICAL ADVERTISEMENTS

\$6.00 per column inch

CLASSIFIED ADVERTISEMENTS are prepaid

Minimum charge: \$4.00 for 25 words or less
10¢ each additional word

Boxed: \$5.00 per column inch

Boxed & Bolded: \$6.00 per column inch

All Pictures: \$5.00 each

Obituaries: \$10.00 up to one column,
\$15.00 two or more columns
\$5.00 additional for a picture

Cards of Thanks and In Memoriam:

\$6.00 for small, \$12.00 for medium,
\$18.00 for large

All Announcements: Birth, Engagement, School
and Weddings are considered display advertising
and priced by ad size and may include a picture.

All Armed Forces: Articles are free including one picture.

MECHANICAL REQUIREMENTS

Page size: Tabloid (11"x17"), image area 9 ¾" x 14 ½",
Offset print

Columns: per page = 5 columns wide (9 ¾" x 14 ½")

Column Sizes: 1 column wide = 1 ¾"
2 columns wide = 3 ¾"
3 columns wide = 5 ¾"
4 columns wide = 7 ¾"
5 columns wide = 9 ¾"

Full Page Size = 9 ¾" across x 14 ½" down

Half Page Size = 9 ¾" across x 7 ¼" down

Quarter Page Size = 2 ½ columns (4.875") x 7 ¼"

DEADLINES

- Display advertising deadline is 12 noon, Friday
- Inserts must be at printer & folded by 12 noon, Friday
- Classified advertising deadline is 12 noon Monday

MISCELLANEOUS INFORMATION

- No advertising on the pages 1, 2 or 3
- Preferred position placement as available
- Published each Wednesday

E-MAIL SUBMISSION GUIDELINES

Subject line of e-mail **MUST** start with the letters MVNO
which is our specially designed mailbox filter to avoid spam.

DISPLAY ADVERTISEMENTS

- All camera ready ads must be submitted in a PDF format
- File must be sized according to our Mechanical Requirements
- Complete file size for transmission cannot exceed 20,000 KB
- All pictures must be submitted in a JPEG format and not be embedded
- Picture size must not exceed 6 inches square
- Multiple pictures and PDF files must be sent individually

COPY

- All press releases, articles, town news, and non-related display advertising must be sent in the body of the e-mail
- Send Coming Events to editor@machiasnews.com

SUBSCRIPTION RATES

Prepaid by cash, check, VISA, MasterCard or Money Order
One Year \$35.00 within Washington County
One Year \$40.00 outside Washington County
6 month and 3 month subscriptions available
Newsstand price \$1.00

STAFF

Editor: Karen Hinson, editor@machiasnews.com
Business Manager: Mary Bury, bookkeeper@machiasnews.com
Copy: Karen Pennell, news@machiasnews.com
Graphics: Carrie Callahan, copy@machiasnews.com
Sales: Lynda Caron, sales@machiasnews.com

1 X 1
1 column (1.75") wide
by 1 inch down
\$4.75

1 X 2
1 column (1.75") wide
by 2 inches down
\$9.50

1 X 3
1 column (1.75") wide
by 3 inches down
\$14.25

1 X 4
1 column (1.75") wide
by 4 inches down
\$19.00

2 X 2
Business Card Size
2 column (3.75") wide
by 2 inches down
\$19.00

2 X 3
2 column (3.75") wide
by 3 inches down
\$38.00

2 X 3
2 column (3.75") wide
by 3 inches down
\$28.50

2 X 5 = \$47.50

2 X 6 = \$57.00

3 X 3 = 42.75

3 X 6.25 (Qtr Page) = \$89.00

5 X 7.25 (Half Page) = \$178.00

Other sizes available at rate of \$4.75 per column
inch.