

# The Cape Cod Chronicle

WWW.CAPECODCHRONICLE.COM

★ ★ ★ YOUR INDEPENDENT SOURCE FOR LOCAL NEWS SINCE 1965 ★ ★ ★

## Why Advertise With The Cape Cod Chronicle?



Besides the obvious reasons... a strong healthy circulation that reaches the communities in Chatham and Harwich, the affordable rates, and a cooperative, informed advertising staff, the Cape Cod Chronicle offers more than you see on the surface. You gain so many intangibles and community benefits when you become part of our family.

First of all, you gain the loyalty and the patronage of each employee of the newspaper. We

love to shop and we patronize our advertisers first and foremost. We are only a staff of 12 but we see and know many, many people and we firmly believe in promoting shopping locally.

Also, as an advertiser you have a representative at the paper. Our advertising department communicates regularly with the editorial department.

We share ideas for stories, supplements and we really listen to our advertisers.

Please join our family.

**Total Distribution**  
**10,650**

## About our independence from publisher Henry C. Hyora

In 1965 a group of community-minded individuals published the first issue of this newspaper and today, over four decades later, The Cape Cod Chronicle remains one of two independent weekly newspapers on Cape Cod.

Our growing circulation on the Lower Cape is a testament to our readers, both year-round residents and second home owners who want comprehensive local coverage as well as fair and accurate reporting. We include the towns of Chatham & Harwich legal ads weekly. We have spirited letters and in depth high school sports coverage. In the summer, we cover the Cape League Baseball Chatham A's and Harwich Mariners.

When you join the Cape Cod Chronicle family, you join a group of dedicated professionals who live and work in the communities they cover.

Contact our advertising department today for a complete list of special sections, and timely features, on how your business can grow along with us.

## Quick Reference Contact List

508-945-2229 or 508-430-2700

### ADVERTISING SALES

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### PRODUCTION

PRODUCTION & CLASSIFIED MANAGER,  
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## Projected Circulation Figures for Spring/Summer 2010

	MAILED	NEWSSTAND	TOTAL
CHATHAM.....	2400.....	1700.....	4100
HARWICH.....	1800.....	700.....	2500
ORLEANS.....	400.....	800.....	1200
REST OF CAPE.....	250.....	600.....	850
TOTAL ON CAPE.....	4750.....	3600.....	8650
TOTAL OFF CAPE.....			2000
TOTAL DISTRIBUTION.....			10,650

On Sale at over 50 Newsstands from Dennis to Wellfleet

## Subscription Rates

### On Cape

1 Year: \$30 • 2 Year: \$47 Mailed and E-edition

1 Year: \$30 • 2 Year: \$47 E-edition only

### Off Cape

1 Year: \$35 • 2 Year: \$44 Mailed and E-edition

1 Year: \$35 • 2 Year: \$44 E-edition only

## Classified Rates

First 15 words: \$10; \$.25 per word thereafter

Bold Centered Line: \$1 extra/wk • Centered Lines \$.50 extra/wk

• All ads also on our website for no additional charge •



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# Size Specifications

The regular weekly paper and most supplements utilize the tabloid format.

<b>1 col.</b> 1.5"	<b>2 col.</b> 3.25"	<b>3 col.</b> 5"	<b>4 col.</b> 6.75"	<b>5 col.</b> 8.5"	<b>6 col.</b> 10.25"
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## Display Ads Must Follow The Column Width

- 10¼"W x 16"D
- Back flap on supplements: 10¼" x 7<sup>7</sup>/<sub>8</sub>". Available at additional cost.
- Gutter = 1 pica
- Column Size:
 

1 col. = 1½"	4 col. = 6¾"
2 col. = 3¼"	5 col. = 8½"
3 col. = 5"	6 col. = 10¼"

½ page vertical  
(3 col. x 16)  
5" x 15¾"

¼ page vertical  
(3 col. x 8)  
5" x 7<sup>7</sup>/<sub>8</sub>"

16 inches vertical

½ page horizontal  
(6 col. x 8)  
10¼" x 7<sup>7</sup>/<sub>8</sub>"

1/8 page vert.  
(2 col. x 6)  
3¼" x 6"

1/8 page horizontal  
(3 col. x 4)  
5" x 4"

¼ page horizontal (2 x 2)  
(4 col. x 6)  
6¾" x 5<sup>7</sup>/<sub>8</sub>"

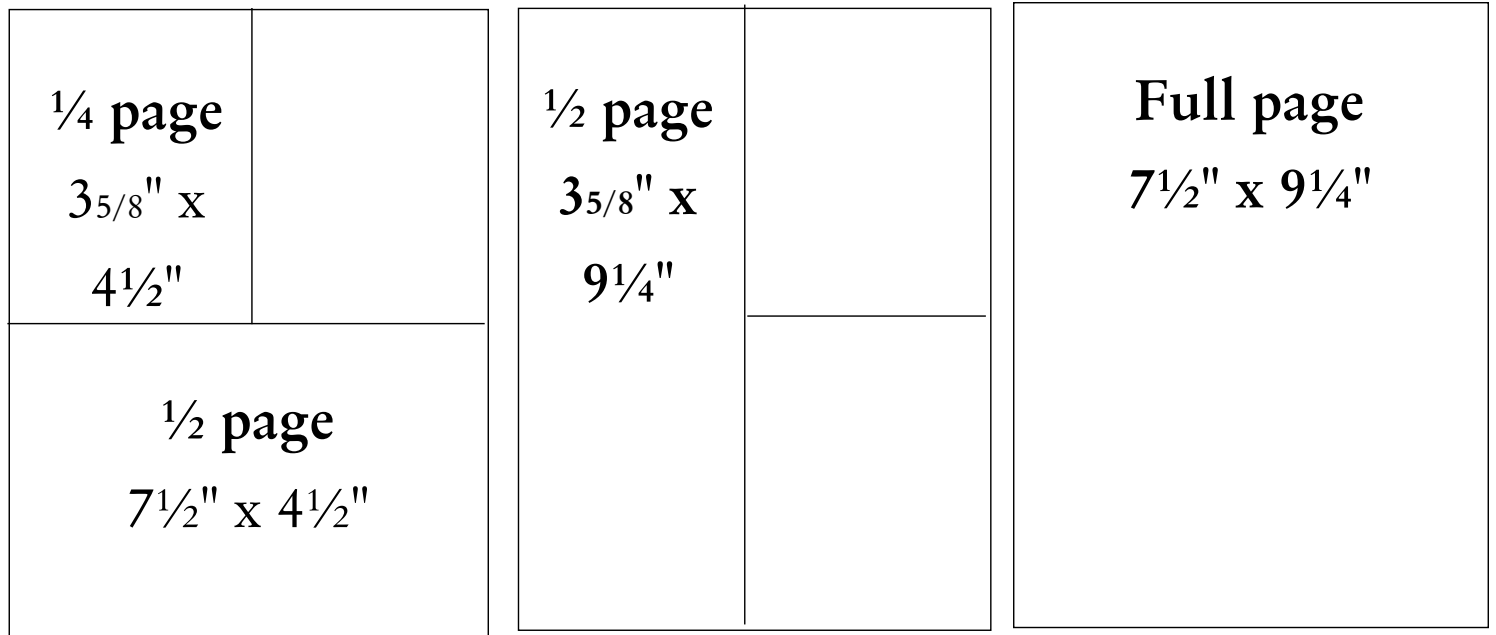
(2 x 4)  
3¼" x 4"

- Examples:
  - a 2 x 4 is 3¼" by 4" tall
  - a 3 x 7 is 5" wide by 6<sup>7</sup>/<sub>8</sub>" tall
  - a quarter-page ad is considered a 24" ad and measures 5" x 7<sup>7</sup>/<sub>8</sub>" or 6¾" x 5<sup>7</sup>/<sub>8</sub>"

Six Columns = 10 ¼ inches

## The Booklet Format Is Utilized On Select Supplements

- Stock: 50lb. white offset
- Borders: All ads require a 2 point rule to outside dimension of ad surrounding any decorative border.
- Color & Spot Color: Available on limited pages.



Note - samples are NOT actual size

**Borders: All ads require a 1 pt. rule (the size of the frame around this text) to outside dimension of ad surrounding any decorative border.**

# Rates for April 2010 through March 2011

Open Rate - \$15.10/column inch				
Number of insertions:	8x	13x	26x	52x
96 inches	\$11.05	\$10.50	\$10.10	\$9.90
48-95 inches	\$11.15	\$10.60	\$10.20	\$10.00
24-47 inches	\$11.25	\$10.70	\$10.30	\$10.10
10-23 inches	\$11.35	\$10.80	\$10.40	\$10.20
2-9 inches	\$11.45	\$10.90	\$10.50	\$10.30

Color is available on a limited 1st come 1st serve basis for an additional \$100 - Spot color is an additional \$50

### All Ads

- 25% added for premium or guaranteed positions
- Minimum size 2", standing copy only
- Publisher reserves the right to change rates on 30-day notice
- Ads paid in advance may take 5% discount
  - 6 or more paid in advance receive 10% discount.
- First two ads must be paid in advance

**Political:** \$10.30 column inch - Pre paid required, \$50 Web Button

**Nonprofit:** Available upon request

**Inserts:** \$50/thousand

<b>Publication:</b>	Every Thursday
<b>Deadlines:</b>	Space Reservation, Sections One and Three, 5 p.m. Friday; ad copy, Monday. Section Two, 5 p.m. Thursday; ad copy, Friday
<b>Proof Deadlines:</b>	First and Third Sections - 5 p.m. Friday. Second Section - 5 p.m. on the Thursday prior to publication.
<b>Insert Deadline</b>	5 p.m. Friday
<b>Services Deadline</b>	5 p.m. Thursday
<b>Placement:</b>	Special requests are subject to a 25% placement charge. There is no additional charge to be placed on one of the following when space is available: Health Page - First Thursday Senior Times - Second Thursday Business page - Third Thursday

**Easy Way Rate Chart:** Look down the inches row for the size ad you wish to run. The row across tells you the cost of the ad based on how often you plan to advertise in a year. Example: 12" Ad, once a month (13x R) = \$129.60

Frequency Rates							Frequency Rates						
"	OPEN	8X	13X	26X	52X	LEGAL	"	OPEN	8X	13X	26X	52X	LEGAL
1	15.10	11.45	10.90	10.50	10.30	6.85	49	739.90	546.35	519.40	499.80	490.00	335.65
2	30.20	22.90	21.80	21.00	20.60	13.70	50	755.00	557.50	530.00	510.00	500.00	342.50
3	45.30	34.35	32.70	31.50	30.90	20.55	51	770.10	568.65	540.60	520.20	510.00	349.35
4	60.40	45.80	43.60	42.00	41.20	27.40	52	785.20	579.80	551.20	530.40	520.00	356.20
5	75.50	57.25	54.50	52.50	51.50	34.25	53	800.30	590.95	561.80	540.60	530.00	363.05
6	90.60	68.70	65.40	63.00	61.80	41.10	54	815.40	602.10	572.40	550.80	540.00	369.90
7	105.70	80.15	76.30	73.50	72.10	47.95	55	830.50	613.25	583.00	561.00	550.00	376.75
8	120.80	91.60	87.20	84.00	82.40	54.80	56	845.60	624.40	593.60	571.20	560.00	383.60
9	135.90	103.05	98.10	94.50	92.70	61.65	57	860.70	635.55	604.20	581.40	570.00	390.45
10	151.00	113.50	108.00	104.00	102.00	68.50	58	875.80	646.70	614.80	591.60	580.00	397.30
11	166.10	124.85	118.80	114.40	112.20	75.35	59	890.90	657.85	625.40	601.80	590.00	404.15
<b>12</b>	181.20	136.20	<b>129.60</b>	124.80	122.40	82.20	60	906.00	669.00	636.00	612.00	600.00	411.00
13	196.30	147.55	140.40	135.20	132.60	89.05	61	921.10	680.15	646.60	622.20	610.00	417.85
14	211.40	158.90	151.20	145.60	142.80	95.90	62	936.20	691.30	657.20	632.40	620.00	424.70
15	226.50	170.25	162.00	156.00	153.00	102.75	63	951.30	702.45	667.80	642.60	630.00	431.55
16	241.60	181.60	172.80	166.40	163.20	109.60	64	966.40	713.60	678.40	652.80	640.00	438.40
17	256.70	192.95	183.60	176.80	173.40	116.45	65	981.50	724.75	689.00	663.00	650.00	445.25
18	271.80	204.30	194.40	187.20	183.60	123.30	66	996.60	735.90	699.60	673.20	660.00	452.10
19	286.90	215.65	205.20	197.60	193.80	130.15	67	1011.70	747.05	710.20	683.40	670.00	458.95
20	302.00	227.00	216.00	208.00	204.00	137.00	68	1026.80	758.20	720.80	693.60	680.00	465.80
21	317.10	238.35	226.80	218.40	214.20	143.85	69	1041.90	769.35	731.40	703.80	690.00	472.65
22	332.20	249.70	237.60	228.80	224.40	150.70	70	1057.00	780.50	742.00	714.00	700.00	479.50
23	347.30	261.05	248.40	239.20	234.60	157.55	71	1072.10	791.65	752.60	724.20	710.00	486.35
24	362.40	270.00	256.80	247.20	242.40	164.40	72	1087.20	802.80	763.20	734.40	720.00	493.20
25	377.50	281.25	267.50	257.50	252.50	171.25	73	1102.30	813.95	773.80	744.60	730.00	500.05
26	392.60	292.50	278.20	267.80	262.60	178.10	74	1117.40	825.10	784.40	754.80	740.00	506.90
27	407.70	303.75	288.90	278.10	272.70	184.95	75	1132.50	836.25	795.00	765.00	750.00	513.75
28	422.80	315.00	299.60	288.40	282.80	191.80	76	1147.60	847.40	805.60	775.20	760.00	520.60
29	437.90	326.25	310.30	298.70	292.90	198.65	77	1162.70	858.55	816.20	785.40	770.00	527.45
30	453.00	337.50	321.00	309.00	303.00	205.50	78	1177.80	869.70	826.80	795.60	780.00	534.30
31	468.10	348.75	331.70	319.30	313.10	212.35	79	1192.90	880.85	837.40	805.80	790.00	541.15
32	483.20	360.00	342.40	329.60	323.20	219.20	80	1208.00	892.00	848.00	816.00	800.00	548.00
33	498.30	371.25	353.10	339.90	333.30	226.05	81	1223.10	903.15	858.60	826.20	810.00	554.85
34	513.40	382.50	363.80	350.20	343.40	232.90	82	1238.20	914.30	869.20	836.40	820.00	561.70
35	528.50	393.75	374.50	360.50	353.50	239.75	83	1253.30	925.45	879.80	846.60	830.00	568.55
36	543.60	405.00	385.20	370.80	363.60	246.60	84	1268.40	936.60	890.40	856.80	840.00	575.40
37	558.70	416.25	395.90	381.10	373.70	253.45	85	1283.50	947.75	901.00	867.00	850.00	582.25
38	573.80	427.50	406.60	391.40	383.80	260.30	86	1298.60	958.90	911.60	877.20	860.00	589.10
39	588.90	438.75	417.30	401.70	393.90	267.15	87	1313.70	970.05	922.20	887.40	870.00	595.95
40	604.00	450.00	428.00	412.00	404.00	274.00	88	1328.80	981.20	932.80	897.60	880.00	602.80
41	619.10	461.25	438.70	422.30	414.10	280.85	89	1343.90	992.35	943.40	907.80	890.00	609.65
42	634.20	472.50	449.40	432.60	424.20	287.70	90	1359.00	1003.50	954.00	918.00	900.00	616.50
43	649.30	483.75	460.10	442.90	434.30	294.55	91	1374.10	1014.65	964.60	928.20	910.00	623.35
44	664.40	495.00	470.80	453.20	444.40	301.40	92	1389.20	1025.80	975.20	938.40	920.00	630.20
45	679.50	506.25	481.50	463.50	454.50	308.25	93	1404.30	1036.95	985.80	948.60	930.00	637.05
46	694.60	517.50	492.20	473.80	464.60	315.10	94	1419.40	1048.10	996.40	958.80	940.00	643.90
47	709.70	528.75	502.90	484.10	474.70	321.95	95	1434.50	1059.25	1007.00	969.00	950.00	650.75
48	724.80	535.20	508.80	489.60	480.00	328.80	96	1449.60	1060.80	1008.00	969.60	950.40	657.60

# Ask Your Ad Rep About These Opportunities

## DISPLAY ADS ON OUR MONTHLY PAGES

Health • Senior Times • School • Business

## DISPLAY ADS IN OUR REAL ESTATE SECTION & EASTWIND, a monthly Real Estate Supplement

## ANNUAL SUPPLEMENTS:

Spring Home Improvement Guide • Chatham's Spring Fling  
• Dining Guide • Fall For Harwich • Health & Wellbeing  
• Cape Cod Christmas Gift Guides I & II

## SPECIAL INFORMATIONAL SECTIONS:

Wedding Celebrations • Fall Clean Up & Improvements • Charity Begins at Home • Chatham's First Night • Forever Young

# e-edition Opportunities

## e-edition

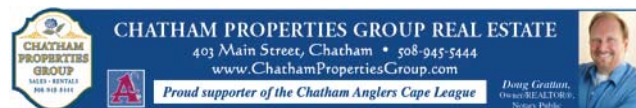
HOME PAGE ROTATING BANNERS: \$50 WEEKLY

## Website

HOME PAGE BANNERS: \$500 ANNUALLY

OTHER PAGES (CLASSIFIED, SUPPLEMENTS, ETC.) \$300 ANNUALLY

VIDEO SPONSOR \$30 PER WEEK



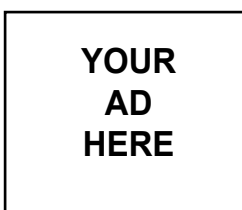
**Take advantage of the Cape Cod Chronicle's email client list!  
Reach our direct email subscribers on Breaking News  
or Weekend Updates.**



*Emailed on all breaking news stories as they happen.*

### Threat Prompts Early Dismissal Of Tech School

PLEASANT LAKE - An unspecified threat prompted officials to dismiss classes early at the Cape Cod Regional Technical High School today. The nature of the threat, and other details, were not immediately available. Students were being staged in the football field, and buses were arriving around 12:45 a.m.



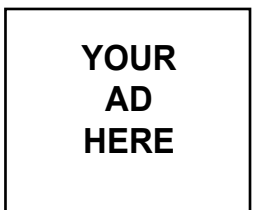
\$100/month



*Weekend Updated- Emailed Every Sunday.*

### Both Sides In Wind Farm Debate Gear Up

CHATHAM - In a session that felt at times like a revival meeting, members of the Chatham Chamber of Commerce heard a presentation last week from Save Our Sound, the group opposing Cape Wind Associates' planned wind farm in Nantucket Sound. Look for the complete update in next week's paper.



\$100/month

# Printing Specifications

## PAPER STOCK

Weekly Paper  
28 lb. newsprint

Tabloid Supplement  
28 lb. newsprint

Booklet Supplement  
50 lb. white offset  
cover-wrap with 28 lb. newsprint inside

## PDF FILES:

Please submit PDF ads exactly as you wish them to appear using our templates for size specification. Please make sure that PDFs and camera-ready ads use our ad dimensions. Must be created with Acrobat Distiller. Fonts must be embedded.

## PRINTER REQUIREMENTS

"Camera ready" ads are a last choice and need to be printed from a laser printer. We cannot guarantee reproduction quality when a digital file is not supplied.

## GRAPHICS

Our first choice is InDesign CS (InDesign, Photoshop). Please ask if you are supplying something other than this format.

## TEXT

Microsoft Word or in the body of your email.

## E-MAIL

PDF files with photos and text; JPEG or TIFF (scanned, at least 300 dpi) files for photos only.

## DIGITAL PHOTOGRAPHS

At least 3 mega pixels or 300 dpi minimum will reproduce best.

Cape Cod Chronicle attempts to make all files conform to our format. Whenever possible, please provide a hard copy for backup in case formatting does not conform. All ads are processed on a PC. Please use this information as a guideline when supplying your ad or ad material.