



# SippicanWeek

Really simple, really affordable newspaper advertising

## Weekly (per ad) rates

2024 Sippican Week rates -- per week				
	Individual	4+ Pack	12 weeks continuous (just Sippican)	12 weeks continuous (part of multi-paper buy)
Front Page Strip	\$235	\$190	\$155	\$140
Back Page (color only)	\$595	\$490	\$400	\$350
Full Page Inside (color)	\$475	\$405	\$315	\$285
Full Page Inside (b&w)	\$360	\$300	\$250	\$225
Half Page (color)	\$290	\$245	\$200	\$170
Half Page (b&w)	\$215	\$180	\$150	\$130
Quarter Page (color)	\$170	\$140	\$115	\$100
Quarter Page (b&w)	\$130	\$115	\$95	\$85
Eighth Page (color)	\$110	\$90	\$75	\$65
Eighth Page (b&w)	\$80	\$65	\$55	\$50
The Little Square	\$200 total for first 4 weeks; \$140 for subsequent, sequential 4 weeks in Sippican Week or simultaneously in Wareham Week, Dartmouth Week or Nemasket Week			

**Deadline to schedule ads for each Thursday's edition is 5pm of the Friday prior to publication**

**4 + Pack:**  
Four or more ads of the same type, scheduled at the time of purchase. Ads do not have to run consecutively

**12 weeks continuous:**  
Ads of the same type/size, running consecutively. Content may vary.

**Online Affiliates** always get a \$15 discount on any week's total print advertising at the 1/8 page size or larger. See description of Affiliate Membership for more information

## Ad Sizes

1/4 Page Vertical 2.375" x 10.5"

Half Page Vertical 5.125"x10.5"

Half Page Horizontal 10.5"x5.125"

Full Page 10.5"x10.5"

1/8 Page Vertical 2.375" x 5.125"

Quarter Page Square 5.125"x5.125"

Quarter Page Horizontal 10.5" x 2.375"

Little Square 2.375"x 2.375"

Eighth Page Horizontal 5.125"x2.375"

Front Page Strip 10.5" x 1"