

# THE WORKING WATERFRONT



PUBLISHED BY THE ISLAND INSTITUTE ■ WORKINGWATERFRONT.COM

## 2021 ADVERTISING

Averaging **55,000** readers per month along Maine's coast and islands

### CONTACT

**DAVE JACKSON**  
 djackson@islandinstitute.org  
 (207) 542-5801

#### PRINT

	DIMENSIONS (W X H)	B&W RATE (MONTHLY)	4-COLOR RATE (MONTHLY)
<b>BUSINESS CARD</b>	3.5" x 2"	\$75	n/a
<b>1/8 PAGE</b>	4.9" x 3.5"	\$175	\$210
<b>1/4 PAGE</b>	V: 4.9" x 7.35" H: 10" x 3.5"	\$342	\$410
<b>HALF PAGE</b>	10" x 7.35"	\$662	\$794
<b>FULL PAGE</b>	10" x 14.65"	\$1,131	\$1,142
<b>BACK FULL PAGE</b>	10" x 14.65"	N/A	\$1,428

RECEIVE A 10% DISCOUNT WITH A 6+ MONTH CONTRACT

#### DIGITAL

<b>E-WEEKLY</b>	1200 X 435 pixels	\$60 PER WEEK, FULL COLOR
-----------------	-------------------	---------------------------

ISSUE	AD DEADLINE
February/March 2021 (double issue)	January 11
April 2021	March 1
May 2021	April 5
June 2021	May 3
July 2021	June 7
August 2021	July 5
September 2021	August 2
October 2021	September 6
November 2021	October 4
December/January 2021 (double issue)	November 8

**BUSINESS CARD**  
3.5" x 2"

**1/8 PAGE**  
4.9" x 3.5"

**1/4 PAGE VERTICAL**  
4.9" x 7.35"

**1/2 PAGE**  
10" x 7.35"

**FILE FORMAT: PRINT**

- PDF (fonts embedded), JPEG, TIFF
- Files must be in CMYK and at least 250 DPI

**1/4 PAGE HORIZONTAL**  
10" x 3.5"

**FULL PAGE**  
10" x 14.65"

**E-WEEKLY**  
1200 X 435 pixels

**FILE FORMAT: DIGITAL (EMAIL AD)**

- JPEG, GIF, PNG
- Files must be in RGB and no more than 100 dpi.