



THE WORKING WATERFRONT



PUBLISHED BY THE ISLAND INSTITUTE ■ WORKINGWATERFRONT.COM

2023 ADVERTISING

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

CONTACT

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PRINT

	DIMENSIONS (W X H)	B&W RATE (MONTHLY)	4-COLOR RATE (MONTHLY)
BUSINESS CARD	3.2" x 2"	\$75	n/a
1/8 PAGE	4.9" x 3.5"	\$175	\$210
1/4 PAGE	V: 4.9" x 7.35" H: 10" x 3.5"	\$342	\$410
HALF PAGE	10" x 7.35"	\$662	\$794
FULL PAGE	10" x 14.65"	\$1,131	\$1,142
BACK FULL PAGE	10" x 14.65"	N/A	\$1,428

RECEIVE A 10% DISCOUNT WITH A 6+ MONTH CONTRACT

DIGITAL

E-WEEKLY	1200 X 435 pixels	\$60 PER WEEK, FULL COLOR
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ISSUE	AD DEADLINE
February/March 2023 (double issue)	January 9
April 2023	February 27
May 2023	April 3
June 2023	May 1
July 2023	June 5
August 2023	July 3
September 2023	July 31
October 2023	September 4
November 2023	October 2
December 2023/ January 2024 (double issue)	November 6

BUSINESS CARD
3.2" 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 200 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.