



# THE WORKING WATERFRONT



PUBLISHED BY ISLAND INSTITUTE ■ WORKINGWATERFRONT.COM

## 2024 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	CAMERA-READY AD DEADLINE
February/March 2024 (double issue)	January 8
April 2024	February 26
May 2024	April 1
June 2024	April 29
July 2024	May 27
August 2024	July 1
September 2024	August 5
October 2024	September 9
November 2024	October 7
Dec 2024/Jan 2025 (double issue)	November 4

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 (E-WEEKLY AD)**

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