

Cape Gazette AD RATES BY COLUMN INCH 2021



The dynamic territory known as Delaware's Cape Region radiates north, west and south from Cape Henlopen where Delaware Bay meets the Atlantic Ocean.

The Cape Region includes the ocean and bay beach communities and the eastern half of Sussex County that looks to the beach for its recreation, shopping and entertainment.

Delaware's Cape Region represents the fastest-growing areas of Delaware and the East Coast. The growth continues due to low taxes, our temperate climate, public beaches, and the bays and rivers.

Our distribution has grown to include points beyond our Cape Region. Readers now acquire papers in Seaford, Bridgeville, Selbyville, Greenwood, Millville and beyond!

The Cape Gazette is published Tuesday & Friday, and sells more than 23,000 copies each week. More than 8,200 receive home delivery of the Cape Gazette twice a week. An additional 4,000 to 5,600 copies are sold weekly on newsstands.

For more information
call 302-645-7700

The Cape Gazette is locally owned
and operated in Sussex County, DE.

Frequency Rates

Total column inches	No Contract per col. inch	13 week per col. inch	26 week per col. inch	52 week per col. inch
A. 1 - 7	\$12.54	\$11.29	\$10.66	\$10.03
B. 8 - 13	\$11.91	\$10.72	\$10.13	\$9.53
C. 14 - 27	\$11.32	\$10.19	\$9.62	\$9.05
D. 28 - 41	\$10.75	\$9.68	\$9.14	\$8.60
E. 42 - 55	\$10.21	\$9.19	\$8.68	\$8.17
F. 56 - 70	\$9.70	\$8.73	\$8.25	\$7.76
G. 71 - 140	\$9.22	\$8.30	\$7.84	\$7.37
H. 141 - 210	\$8.76	\$7.88	\$7.44	\$7.01
I. 211 & up	\$8.32	\$7.49	\$7.07	\$6.66

Bulk Rates

Total column inches	Cost per inch	Total column inches	Cost per inch
208 - 415	\$10.02	2184 - 2911	\$8.17
416 - 727	\$9.53	2912 - 3640	\$7.75
728 - 1455	\$9.05	3641 - 5460	\$7.37
1456 - 2183	\$8.60	5461 - 7280+	\$7.00

Advertisers may earn **DISCOUNTED BULK RATES** by agreeing to place a minimum number of advertising inches during a 52 week period.

Add Color to an advertisement

20 inches & larger = additional \$85 | Less than 20 col. inches = \$4.00 per column inch

2021 Cape Gazette Pick-Up rate = \$7.00 per col. inch

Ad must remain the same and run in another Cape Gazette publication within 6 days

Ads / Artwork

Print-Ready Ad Submissions:

PDFs PREFERRED

Exact size with layers flattened, all fonts embedded, CMYK colors, resolution of 170 - 300 DPI.

Email ads to the ad representative.

Art/Photos Submissions:

IMAGES: Submit high-quality & high-resolution images (at least 170 DPI) in TIFF or JPEG formats.

FONTS: Must be submitted separately and will be substituted if missing. Convert text to outlines for EPS files. Use Type 1 PostScript fonts only.

Low-resolution (< 170 DPI) & web images are not acceptable artwork.

Unacceptable Artwork/Fonts:

Publisher, Powerpoint, Excel, & Word documents are NOT acceptable formats.

Include a flattened JPEG as a guide to reproduce final ad.

Do not use True Type fonts.

Advertising Deadline:

Friday Paper:

11am Tuesday - Copy is due 4pm Tuesday

Midweek / Tuesday Paper:

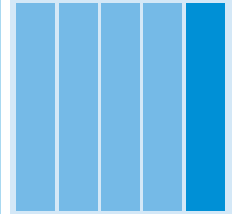
2pm Thursday - Copy is due Friday

Cost Per Issue *Includes Color*

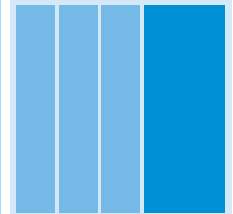
Ad Size	Open Rate	13 Week Rate	26 Week Rate	52 Week Rate
Bus. Card (2 col. x 2") 4" total	\$66.16	\$61.16	\$58.64	\$56.12
1/8 Page (2 col. x 4") 8" total	\$127.28	\$117.76	\$113.04	\$108.24
1/6 Page (3 col. x 4") 12" total	\$190.92	\$176.64	\$169.56	\$162.36
1/4 Page (3 col. x 6.75") 20.25" total	\$314.23	\$291.35	\$279.81	\$268.26
1/2 Page Vert. (3 col. x 11") 33" total	\$439.75	\$404.44	\$386.62	\$368.80
1/2 Page Horz. (5 col. x 6.75") 33.75" total	\$447.81	\$411.70	\$393.48	\$375.25
2/3 Page (3 col. x 13.75") 42" total	\$513.82	\$470.98	\$449.56	\$428.14
3/4 Page (4 col. x 11") 44" total	\$534.24	\$489.36	\$466.92	\$444.48
Full Page (5 col. x 13.75") 70" total	\$764.00	\$696.10	\$662.50	\$628.20

Column Sizes

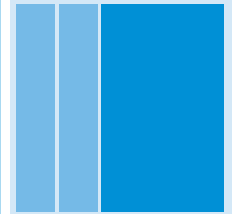
1 Column = 1.82"



2 Columns = 3.8"



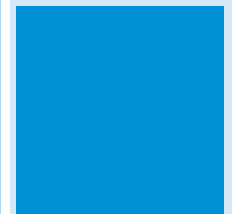
3 Columns = 5.78"



4 Columns = 7.76"



5 Columns = 9.74"



Prices are for Full-Color Ads

B&W Ads	Business Card – Subtract \$16
	1/8 Page – Subtract \$32
	1/6 Page – Subtract \$48
	1/4 Page & larger – Subtract \$85

2021 Cape Gazette Pick-Up rate

\$7.00 per col. inch
Ad must remain the same and run in another Cape Gazette publication within 7 days

Cape Gazette Insert Rates 2021*

Total Pages to Insert	Cost per Thousand**
A. 1 - 4	\$30 / thousand
B. 5 - 12	\$45 / thousand
C. 13 - 20	\$55 / thousand
D. 21 - 40	\$65 / thousand
E. 41 - 50	\$75 / thousand

**All Insert & Pre-Print Prices Are Net

For pre-prints above 50 pages call for rates - 302-645-7700

Shipping address for pre-prints:

Cape Gazette
c/o Delaware Printing Co.
110 Galaxy Dr.
Dover, DE 19901

*Inserts and Pre-Prints – Cape Gazette only

Ads / Artwork

Print-Ready Ad Submissions:

PDFs PREFERRED

Exact size with layers flattened, all fonts embedded, CMYK colors, resolution of 170 - 300 DPI.

Email ads to the ad representative.

Art/Photos Submissions:

IMAGES: Submit high-quality & high-resolution images (at least 170 DPI) in TIFF or JPEG formats.

FONTS: Must be submitted separately and will be substituted if missing. Convert text to outlines for EPS files. Use Type 1 PostScript fonts only.

Low-resolution (< 170 DPI) & web images are not acceptable artwork.

Unacceptable Artwork/Fonts:

Publisher, Powerpoint, Excel, & Word documents are NOT acceptable formats. Include a flattened JPEG as a guide to reproduce final ad. Do not use True Type fonts.

For more information, call 302-645-7700

1/16 PAGE

2 col. x 2"
4 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$66.16
13	\$61.16
26	\$58.64
52	\$56.12

Subtract \$16 for BW

**1/16
PAGE**

1/8 PAGE

2 col. x 4"
8 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$127.28
13	\$117.76
26	\$113.04
52	\$108.24

Subtract \$32 for BW

**1/8
PAGE**

1/6 PAGE

3 col. x 4"
12 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$190.92
13	\$176.64
26	\$169.56
52	\$162.36

Subtract \$48 for BW

**1/6
PAGE**

1/4 PAGE

3 col. x 6.75"
20.25 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$314.23
13	\$291.35
26	\$279.81
52	\$268.26

Subtract \$85 for BW

**1/4
PAGE**

1/2 PAGE VERTICAL

3 col. x 11"
33 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$439.75
13	\$404.44
26	\$386.62
52	\$368.80

Subtract \$85 for BW

**1/2-V
PAGE**

1/2 PAGE HORIZONTAL

5 col. x 6.75"
33.75 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$447.81
13	\$411.70
26	\$393.48
52	\$375.25

Subtract \$85 for BW

**1/2-H
PAGE**

2/3 PAGE

3 col. x 13.75"
42 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$513.82
13	\$470.98
26	\$449.56
52	\$428.14

Subtract \$85 for BW

**2/3
PAGE**

3/4 PAGE

4 col. x 11"
44 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$534.24
13	\$489.36
26	\$466.92
52	\$444.48

Subtract \$85 for BW

**3/4
PAGE**

FULL PAGE

5 col. x 13.75"
70 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$764.00
13	\$696.10
26	\$662.50
52	\$628.20

Subtract \$85 for BW

**FULL
PAGE**

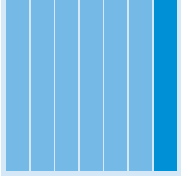
Regular Rates

Type of Classified	No Contract	Conditions	Run Time	Other
Display Ads	\$9.20	Per col. inch First Run	2nd Run \$5.90 per col. inch	13, 26, and 52, week term rates apply to consecutive insertions.
Commercial Word Ads	\$8.50	Per 20 words, 50¢ for each additional word		
Legal Ads	\$9.20	Per col. inch		
Name Change	\$100.00	Pre-pay only	3 Times	
Alcohol License	\$100.00	Pre-pay only	3 Times	
Not responsible for Debts	\$9.20	Per col. inch Pre-pay only	1 Time	
Concealed Weapon	\$35.00	Pre-pay only	1 Time	
Yard Sales	\$19.00	Pre-pay only	1 Time	2 Times for \$24 Ad listed online
Personal Items Only (not business-related)	Free for 20 words or less.	Over 20 words - flat rate of \$8.50 plus 50¢ for each word over.		
Post on Internet	1-6 column inches \$15.00 7+ column inches \$20.00	1 Week. Posted on Fridays	Combined with print only	No additional discounts

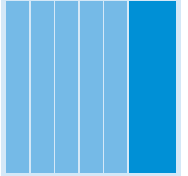
Add color for \$3.90 per column inch. Pick-up rate for display ads is \$5.90 per column inch.

Column Sizes

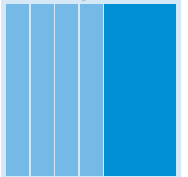
1 Column = 1.38"



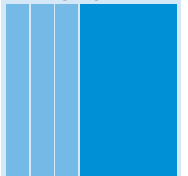
2 Columns = 2.85"



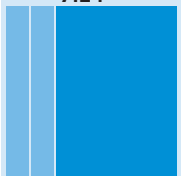
3 Columns = 4.32"



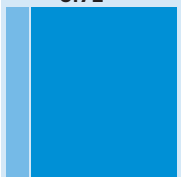
4 Columns = 5.79"



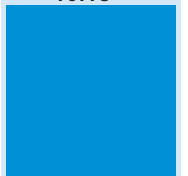
5 Columns = 7.24"



6 Columns = 8.72"



7 Columns = 10.18"



Cape Services Page*

Total Commitment	Total Per Week Pre-Paid	Total Contract Pre-paid
13 Week	\$20.80	\$270.40
26 Week	\$18.80	\$488.80
52 Week	\$16.80	\$873.60

Includes Online

*Sold as prepaid and contracts only.

Deadlines

CLASSIFIED ADS

Friday Issue - Wednesday at Noon

Tuesday Issue - Friday at Noon

CAPE SERVICES

Friday for following Friday

Ads / Artwork

Print-Ready Ad Submissions:

PDFs PREFERRED

Exact size with layers flattened, all fonts embedded, CMYK colors, resolution of 170 - 300 DPI.

Email ads to the ad representative.

Art/Photos Submissions:

IMAGES: Submit high-quality & high-resolution images (at least 170 DPI) in TIFF or JPEG formats.

FONTS: Must be submitted separately and will be substituted if missing. Convert text to outlines for EPS files. Use Type 1 PostScript fonts only.

Low-resolution (< 170 DPI) & web images are not acceptable artwork.

Unacceptable Artwork/Fonts:

Publisher, Powerpoint, Excel, & Word documents are NOT acceptable formats. Include a flattened JPEG as a guide to reproduce final ad. Do not use True Type fonts.