

Gorham Times

TOWN OF
Gorham, Maine
FOUNDED 1736

BRINGING THE NEWS TO ALL OF GORHAM

The Gorham Times is published every other Thursday, covering the news of the entire Gorham community. It reflects the many components of out town, and as such presents news stories and feature articles about local government, schools, organizations, and people. It does not take an editorial stance but does encourage the airing of different viewpoints by providing a forum for fair minded discussion.

The Gorham Times is a nonprofit corporation, funded entirely by advertising revenues. The August 1995 start-up was supported by the generous donations of many Gorham residents and business people, and by our advertisers.

The foremost goal of the Gorham Times is to "bring the news to all of Gorham." To this end, the staff of this newspaper and its Board of Directors are dedicated to quality Gorham news coverage and to serving its advertisers.

Why Advertise in the Gorham Times?

The Gorham Times is mailed free to Gorham businesses and advertisers. It is also mailed to subscribers and distributed to more than 100 sites throughout Gorham and surrounding towns. We are proud of our extremely high readership. In a community of 3,900+ owner occupied households, 4,200 issues of the Gorham Times are circulated.

A few facts about the town's population illustrate why the Gorham Times presents an excellent marketing opportunity: Gorham's population of approximately 15,000 has a median age of 34.3 years with 43.2% falling between the ages of 25 and 54. Primarily professionally and administratively employed, this population has a median income well above the Maine's or Portland's median income.

BRINGING THE NEWS TO ALL OF GORHAM
PO Box 401 • Gorham, ME 04038

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2012 ADVERTISING RATES PUBLICATION AND DEADLINE DATES

A **FREE** newspaper mailed to subscribers, Gorham businesses, advertisers, and available at over 100 sites.

77 South Street PO Box 401
Gorham, ME 04038
Phone and Fax: 207-839-8390
E-mail: gtimes@maine.rr.com
www.gorhamtimes.com



Mechanical Requirements

Paper Format: 10 in. wide x 14 7/8 in. high

One column: 2 5/16 in. wide

Two columns: 4 7/8 in. wide

Three columns: 7 3/8 in. wide

Vertical quarter-page ad:

4 7/8 in. wide x 7 5/16 in. high

Horizontal half-page ad:

10 in. wide x 7 5/16 in. high

Business Card ad:

3.25 in. wide x 2 in. high

PDF: Send pdf ads to gtimes@maine.rr.com.

Please embed all fonts. Color must be CMYK or grayscale, not RGB.

Color: Call or e-mail for pricing.

Guaranteed Placement: Available on a first come, first serve basis at an additional 15% charge.

Ad Design: Basic ad layout and one proof is included in the price of the ad. The Gorham Times *will* charge for more complex ad design involving artwork, copywriting, editing, photography, and additional proofs.

Discounts: Gorham community based nonprofits are 12x+ rate.

Terms: Due upon receipt

Phone and Fax: **207-839-8390**

E-mail: **gtimes@maine.rr.com**

Web site: **www.gorhamtimes.com**

www.facebook.com/GorhamTimes

2012 Calendar

Ad and News Deadline Publication Date

1/11/12 1/19/12

1/25/12 2/2/12

2/8/12 2/16/12

2/22/12 3/1/12

3/7/12 3/15/12

3/21/12 3/29/12

4/4/12 4/12/12

4/18/12 4/26/12

5/2/12 5/10/12

5/16/12 5/24/12

5/30/12 6/7/12

6/13/12 6/21/12

July Break

7/11/12 7/19/12

7/25/12 8/2/12

8/8/12 8/16/12

8/22/12 8/30/12

9/5/12 9/13/12

9/19/12 9/27/12

10/3/12 10/11/12

10/17/12 10/25/12

10/31/12 11/8/12

11/14/12 11/22/12

11/28/12 12/6/12

12/12/12 12/20/12

SUBSCRIPTIONS

\$15 per year to Gorham addresses

\$20 per year outside Gorham

\$10 Students (Sept. – May)

Snowbird and other short-term subscriptions available. Call for rates.

2012 Gorham Times Ad Rates

Column Inches	Ad Sizes	Open	12x or more
1-12	Less than quarter page rate	\$ 10.50	\$ 9.00
1	1 x 1	10.50	9.00
2	1 x 2, 2 x 1	21.00	18.00
	Business card: 3.25 x 2	25.00	22.00
3	1 x 3, 3 x 1	31.50	27.00
4	1 x 4, 2 x 2, 4 x 1	42.00	36.00
5	1 x 5	52.50	45.00
6	1 x 6, 2 x 3, 3 x 2	63.00	54.00
8	1 x 8, 2 x 4, 4 x 2	84.00	72.00
9	1 x 9, 3 x 3	94.50	81.00
10	1 x 10, 2 x 5	105.00	90.00
12	1 x 12, 2 x 6, 3 x 4, 4 x 3	126.00	108.00
14-27	Quarter page or greater	\$ 10.00	\$ 8.50
14	4 7/8 x 7 3/8, 10 x 3 5/8	140.00	119.00
15	1 x 15, 3 x 5	150.00	127.50
16	2 x 8, 4 x 4	160.00	136.00
18	2 x 9, 3 x 6	180.00	153.00
20	2 x 10, 4 x 5	200.00	170.00
21	3 x 7	210.00	178.50
24	2 x 12, 3 x 8, 4 x 6	240.00	204.00
28-48	Half page or greater	\$ 8.50	\$ 7.00
28	10 x 7 5/16 or 4 7/8 x 14 7/8	238.00	196.00
56	10 x 14 7/8	476.00	392.00
Inserts	Your printed 4,200 copies	225.00	

Classified ads are \$5 for three lines prepaid. \$1 for each additional line and for boxed ads.