

# Gorham Times



## 2018 Media Kit

### ABOUT US

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

The foremost goal of the *Gorham Times* is to "Bring the news to all of Gorham." The Staff and Board are dedicated to providing quality Gorham-related news coverage and exceptional customer service to its advertisers and readers.

The *Gorham Times* is published every other Thursday. It reflects the many components of our town with 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.

### Why Advertise in the *Gorham Times*?

The *Gorham Times* is mailed free to many Gorham businesses and advertisers. It is also mailed to subscribers and distributed to more than 100 distribution sites throughout Gorham. We circulate 4,400 copies every other Thursday. By placing an ad in the *Gorham Times*, your message is broadcast throughout Gorham and beyond while supporting the town's only volunteer-run, nonprofit, Gorham specific newspaper.

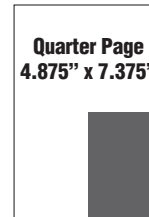
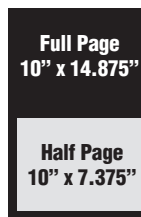
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[www.facebook.com/gorhamtimes](http://www.facebook.com/gorhamtimes)  
[www.gorhamtimes.com](http://www.gorhamtimes.com)

### AD SIZES | PRICING | DEADLINES

#### Column Widths and Ad Specifications

- 1 column = 2.3125" wide**
- 2 columns = 4.875" wide**
- 3 columns = 7.375" wide**
- 4 columns = 10" wide**

- **Camera ready ads** must be saved as high quality PDFs or JPEGs and be sized correctly. Please embed all fonts.
- **Guaranteed Placement** is available on a first come, first serve basis at an additional 15% charge.
- **Basic ad design and one proof is included in the price of the ad.**
- **Discounts** include non-profit organizations which receive the 12x rate. Current members of the Gorham Business Exchange receive a 5% discount on display ads (excludes color, inserts, classifieds, and placement on Facebook). Advertisers who prepay for 12 ads receive a 5% discount.
- **Prepayment** is required for new advertisers, political advertisements, advertisers with overdue balances, inserts, and classified ads.
- **Terms are due upon receipt.** Cash, checks and MasterCard/Visa accepted.
- **Additional charges apply for full color ads.** \$75 for full color ads (half page or smaller) and \$125 for full page ads. Spot color is available for \$30 on select sizes.



- **Classified Ads:** \$6.00 for three lines, \$2 for each additional line (35 word limit). All classified ads must be prepaid.
- **Facebook Ads:** Display ads that appear in the print edition can be placed on the Gorham Times Facebook page the week following publication for an additional \$10 charge.
- **Inserts:** Advertiser is responsible for printing and delivering 4,400 copies of the insert to Alliance Press.

**Rates and terms are subject to change without notice.**

#### Additional Ad Sizes & Pricing for Black and White Ads

Ad Sizes	Open Rate	6x/yr	12x/yr
<small>(Column Width x Inches)</small>			
1 x 1"	\$11.00	\$10.00	\$9.00
1 x 2", 2 x 1"	\$22.00	\$20.00	\$18.00
Business Card (3.25" x 2")	\$26.00	\$24.00	\$22.00
1 x 3", 3 x 1"	\$33.00	\$30.00	\$27.00
1 x 4", 2 x 2", 4 x 1"	\$44.00	\$40.00	\$36.00
1 x 5"	\$55.00	\$50.00	\$45.00
1 x 6", 2 x 3", 3 x 2"	\$66.00	\$60.00	\$54.00
1 x 8", 2 x 4", 4 x 2"	\$88.00	\$80.00	\$72.00
1 x 9", 3 x 3"	\$99.00	\$90.00	\$81.00
1 x 10", 2 x 5"	\$110.00	\$100.00	\$90.00
1 x 12", 2 x 6", 3 x 4"	\$132.00	\$120.00	\$108.00
Quarter Page	\$140.00	\$129.50	\$119.00
1 x 15", 3 x 5"	\$150.00	\$138.75	\$127.50
2 x 8", 4 x 4"	\$160.00	\$148.00	\$136.00
2 x 9", 3 x 6"	\$180.00	\$166.50	\$153.00
2 x 10", 4 x 5"	\$200.00	\$185.00	\$170.00
3 x 7"	\$210.00	\$194.25	\$178.50
2 x 12", 3 x 8", 4 x 6"	\$240.00	\$222.00	\$204.00
Half Page	\$248.00	\$229.50	\$211.00
Full Page	\$476.00	\$434.00	\$392.00
Inserts	Your printed 4,400 copies = \$225.00		

#### 2018 CALENDAR

Ads/News Deadline	Publication Date	Ads/News Deadline	Publication Date	Ads/News Deadline	Publication Date
1/3/18	1/11/18	5/9/18	5/17/18	8/29/18	9/6/18
1/17/18	1/25/18	5/23/18	5/31/18	9/12/18	9/20/18
1/31/18	2/8/18	6/6/18	6/14/18	9/26/18	10/4/18
2/14/18	2/22/18	6/20/18	6/28/18	10/10/18	10/18/18
2/28/18	3/8/18	Summer Break	No Paper 7/12/18	10/24/18	11/1/18
3/14/18	3/22/18	7/18/18	7/26/18	11/7/18	11/15/18
3/28/18	4/5/18	8/1/18	8/9/18	11/21/18	11/29/18
4/11/18	4/19/18	8/15/18	8/23/18	12/5/18	12/13/18
4/25/18	5/3/18			Winter Break	No Paper 12/27/18