

Display Advertising

Local Display:

\$8.75 per column inch (run of paper) B&W

\$11.75 Full Color (4 Color Process)

\$1.00 per column inch charge for specific placement requests served as available and on a first come basis

The Lincoln County News serves as the primary source of local news. With Lincoln County's largest paid weekly circulation, advertising with us is the best way to get your message out to all of Lincoln County and beyond.

Advertise today with
The Lincoln County News
\$8.75 B&W*
Actual size 1 col by 1"

* Color: 3 Column inch minimum

Advertise today with
The Lincoln County News
Reach all of Lincoln County
\$35.00 B&W • \$47.00 Color
Actual size 2 col by 2"



Advertise today with
The Lincoln County News
Reach all of Lincoln County and beyond



\$105.00 B&W • \$141.00 Color
Actual size 3 col by 4"



Discounts are available for our loyal advertisers. Ask your sales representative for details.

Mechanical requirements and deadlines on back page of brochure.

Contact Information

Telephone

- Telephone: (207) 563-3171
- Fax: (207) 563-3127

E-Mail

- Advertising: ads@lcnme.com
- Editorial: info@lcnme.com

Mailing Address

- P.O. Box 36, Damariscotta, ME 04543

Plant Location

- 116 Mills Road, (Rte. 215) Newcastle, Maine

Website Address

- www.lcnme.com

Publishing Information

Mechanical Requirements

- Press Type: Offset
- Number of Columns: 7
- Column Widths: picas (inches)
1 - 12.5 (2.0833); 2 - 25.67 (4.2778); 3 - 38.83 (6.4722);
4 - 52.0 (8.6667); 5 - 65.17 (10.8611); 6 - 78.3 (13.0556);
7 - 91.5 (15.25)
- Page Depth: 21 inches
- Total Advertising Space Per Page: 147 inches

Deadlines

- Real Estate: Friday at 12 noon
- Classified, Legals, and Notices: Tuesday at 2 p.m.
- Display Advertising: Monday at 5 p.m.
(Monday at 9:00 a.m. if proof required)
- Combination Advertising: Monday at 5 p.m.
- Cards of Thanks, Too Lates, etc.: Wednesday at 9 a.m.

The Lincoln County News assumes liability for our errors in advertising copy only to the extent that the newspaper will publish, at no charge, a corrected version of that portion of any advertisement in which an error occurs.

Commercial Printing

Find out for yourself why our customers keep coming back! We strive to produce the highest quality work with the newest technology, and our full service staff can take your project from concept to completion.

We offer full-service printing, from single color to vivid four-color. No job is too big or too small, so give us a call at (207) 563-3171 when you need the kind of professional printing that will make your message memorable.

All rates mentioned herein are current as of April 1, 2019 and are subject to change without notice.

Your Community, Your News, Your Hometown Paper

The Lincoln County News

Serving Lincoln County since 1875 • www.lcnme.com

2019 Advertising Rates



**The Only Weekly Newspaper Locally Owned,
Printed and Published in Lincoln County**



In-depth coverage of local news, sports, emergencies and entertainment on paper and electronically. Reach the highest number of local weekly readers by advertising with The Lincoln County News!

Our Products

The Lincoln County NewsTM

The Lincoln County News, the only weekly newspaper locally owned, printed, and published in Lincoln County. We offer our advertisers the largest paid circulation of any local paper. Display and Classified advertising rates provide the best value of any local option, reaching the most households and consumers in the area.

Our re-launched website, LCNme.com, offers affordable web advertising and access to more than 315,000 monthly page views. The site features responsive design, which optimizes the reader's view for their screen from smart phone to smart TV. In addition to web advertising, the site offers a business directory with options from a free listing to having a dedicated web-page.

Special products, including Lincoln County Magazine, On the Trail, the Lincoln County Road Atlas, and Lobster & Lighthouse guide books, offer unique advertising opportunities.



Our Company

The Lincoln County News remains focused on our advertisers by providing the most in-depth local coverage of town politics, events, sports, emergencies and the courts. The entire paper production process is handled locally, from covering and writing the news, to layout and ad design to printing and publishing the LCN. By printing the paper and controlling all aspects of the production, we can offer competitive rates and the fastest time for news to reach the readers.

The Lincoln County News is a family-owned small business that has provided news coverage of Lincoln County for 144 years. The Lincoln County

News has been and continues to be focused on our community, promoting the region and businesses and providing local news coverage as only a weekly newspaper can. The current newspaper is a consolidation of many different papers from over the years, beginning with the Village Herald, Lincoln Record and Pemaquid Messenger. In the later 1800s and early 1900s there were many changes with the local newspapers of Lincoln County and in 1919, the Damariscotta Herald and Sheepscot Echo merged into The Lincoln County News. The Waldoboro Press was merged into The Lincoln County News in 1968.

Our Community

Lincoln County is in the heart of Midcoast Maine, a highly desirable place to live and vacation. Located equidistant from Augusta, Rockland and Brunswick, Lincoln County is an ideal market for advertisement. Census data shows that per-capita income is 5% higher than the state average and people living in poverty is 17% lower. Home

ownership for Lincoln County is 81.3%, which is 14% higher than the state average and higher than any of the surrounding counties. This shows consumers of Lincoln County have higher average incomes and are more likely to be homeowners, making them ideal potential consumers for your business.

Web Advertising



LCNme.com - on July 13, 2016 - uptime at 99.99%
Page views as of 7/2/2019: 11,520,000
Average of 322,000 page views per month
Broke 10,000,000 page views in under 31 months!

Top Banner
Top Standard
Anchor
Anchor Banner
Center Banner
Standard

Online Ad Rates

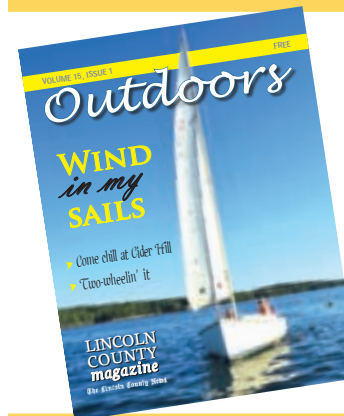
Exclusive 5 Share	\$249 / month
Exclusive 4 Share	\$149 / month
Exclusive 4 Share	\$149 / month
Exclusive 4 Share	\$125 / month
Run of Site	\$69 / month
Run of Site	\$49 / month

Exclusive Share locations are limited to a 4 or 5 ad rotation and are available on a first come, first served basis. These ads give you access to the most desired locations on the page, the first and last impressions from the readers. The average reader navigates to 3-5 pages per visit, giving you access in front of nearly every viewer to the site.

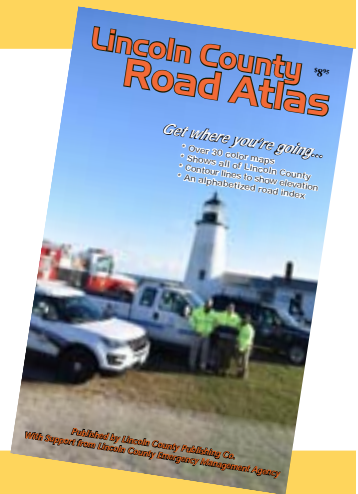
Dedicated page rates are also available on Sports and Obituaries Pages, please call or e-mail to inquire about these exclusive rates.



Special Publications



Lincoln County Magazine
Lincoln County Road Atlas
Lobster Guide
Lighthouse Guide
On The Trail



Combination Rates

Extend your reach with combination advertising in The Lincoln County News, The Boothbay Register and The Wiscasset Newspaper. Add in the Times Record and cover the entire Midcoast region. Benefit from discounted for each publication.

Call for current rates • Deadline: Monday at 5 p.m.