

DISPLAY AND CLASSIFIED ADVERTISING

THE LINCOLN COUNTY NEWS

serves as the primary source of local, community news. While we strive to be first in reporting accurate breaking news on our website, our print edition of the news is the first place for most information. There is a different feel and experience with holding your reading material in your hand. We hear over and over again how locals and visitors alike appreciate a "real" sized paper and how full the paper is with information.

We have been asked why we continue to print on a 33" broadsheet while others in the industry shrink to a smaller sized paper or change to a tabloid format. One answer is you, our advertisers. Shrinking the size of the paper changes the column widths, resulting in your ad being smaller. This

size is more efficient to produce, allowing more information to be displayed with fewer pages. This is important for us as we print the paper ourselves, being the only independent publisher left in Maine to have this capability with a four-color process.

Our advertising rates have increased

this year, the first significant increase since 2015. We hope you understand the challenges we are facing with the costs of goods and labor ever increasing. We have committed all of this rate change toward improving the wages for our valued staff. Thank you for your support.

The Lincoln County News

PRICES

Local Display	Black ink (run of paper)	\$10 per col-in
Local Display	Full color* (run of paper)	\$13 per col-in
<i>Specific Placement adds \$1.50 per col-in, requests served as available and on a first come basis.</i>		
Classified Display	Black ink	\$10 per col-in
Classified Line	First run 15¢ per word	\$4 minimum
Classified Line	Repeats: 10¢ per word	\$3 minimum
Full color uses a 4-color process - minimum size for color ads is 3 col-in (col-in denotes column inches)		



Advertise today with
The Lincoln County News
 Actual size of 1 col by 3"
 Only \$39 in color
 Only \$30 in black & white

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. Save **20% off** open rates for each publication. Other discounts do not apply to the combination rate. Please call or email to get the current rates.

Deadline for combination ads is Monday at 5 p.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.

All rates mentioned herein are current as of May 1, 2022 and are subject to change without notice.

SPECIAL SECTIONS

Special Advertising Opportunities

Advertising in these special sections follows ROP display pricing.

Pet Page

Appearing every third week of the month, the LCN Pet Page is a great way to show off your canine companion, feline friend, or any other pet!

THE LINCOLN COUNTY NEWS

has a number of special pages and sections throughout the year.

Get more visibility by advertising and sponsoring in these sections!

Home And Garden

Jump start your spring cleaning and planting with this handy guide, filled with ideas, deals, and inspiration. Appears in April/May, or whenever spring decides to arrive in Maine.

Damariscotta Pumpkinfest

Celebrate Damariscotta Pumpkinfest & Regatta each Fall with this guide to events and festivities.

Early Bird (or not so Early)

Your guide to finding the best deals on one of the biggest sales days of the year. Runs before the first weekend of November.

Holiday Shopping Guide

Get a jump on holiday shopping with this gift guide, which prints right before Small Business Saturday.

Sponsorship Levels

Two publications allow for any level of sponsorship you wish to offer. A tiered list of sponsors appears on the back page, grouped into contribution levels.

Senior Send-Off

Congratulate the graduating high school seniors by sponsoring this supplement.

Letters to Santa

Find your holiday spirit in this supplement filled with letters hand-written by young, local residents to Santa.