

# 2022 OVERVIEW

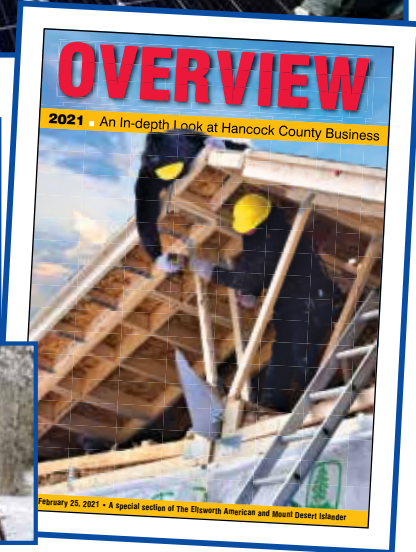
an in-depth look at Hancock County business delivering your advertising news to 14,500 homes February 24, 2022.



**Overview**, an important resource for area Chambers of Commerce, local real estate companies and financial institutions that provide copies to folks requesting information about our area.

Complimentary copies also are delivered to government, law office, medical and other professional waiting areas.

Published February 24, 2022 in *The Ellsworth American* and *Mount Desert Islander*. 5,000 additional copies are distributed throughout Hancock County in 2022.



## Advertising deadline:

January 19, 2022

## Mechanical Requirements Page Unit Sizes (width x height)

<b>Full Page</b> 4 columns 7¼" x 9½"	<b>Quarter Page</b> 2 columns 3⅞" x 4⅛"
<b>Half Page Vertical</b> 2 columns 3⅞" x 9½"	<b>Half Page Horizontal</b> 4 columns 7¼" x 4⅛"
	<b>One-sixteenth Page</b> 1 column 1⅜" x 2¼"
	<b>One-eighth Page</b> 2 columns 3⅞" x 2¼"

**The Ellsworth American** is a locally owned weekly newspaper, published since 1851. *The American* is the newspaper of record for Hancock County and Maine's largest weekly newspaper.

The **Mount Desert Islander** is a locally owned weekly newspaper serving the communities of Mount Desert Island and nearby islands.

### Package discounts:

Businesses with package plans enjoy significant discounts. Please call for details.

### Publication services:

We provide full advertising design and production service at no additional charge.

## Sizes and Costs

	Ad cost at open rate	12-month package advertisers	6-month package advertisers	3-month package advertisers	Non-package contract advertisers
Back Page	\$1,500.00	Save 40%	Save 30%	Save 20%	Save 15%
Full	\$1,135.00	Save 40%	Save 30%	Save 20%	Save 15%
Half	\$580.00	Save 40%	Save 30%	Save 20%	Save 15%
Quarter	\$300.00	Save 40%	Save 30%	Save 20%	Save 15%
Eighth	\$155.00	Save 40%	Save 30%	Save 20%	Save 15%
Sixteenth	\$87.00	Save 40%	Save 30%	Save 20%	Save 15%

Full Color \$225.00\*\* • Design and Makeup at No Charge

\*\*Color is FREE for Back Page ad and Full Page ads

Advertisers with packages save 20-40%.

Non-package advertisers save 15% off open rate.

**The Ellsworth American.**

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Mount  
Desert **Islander**

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