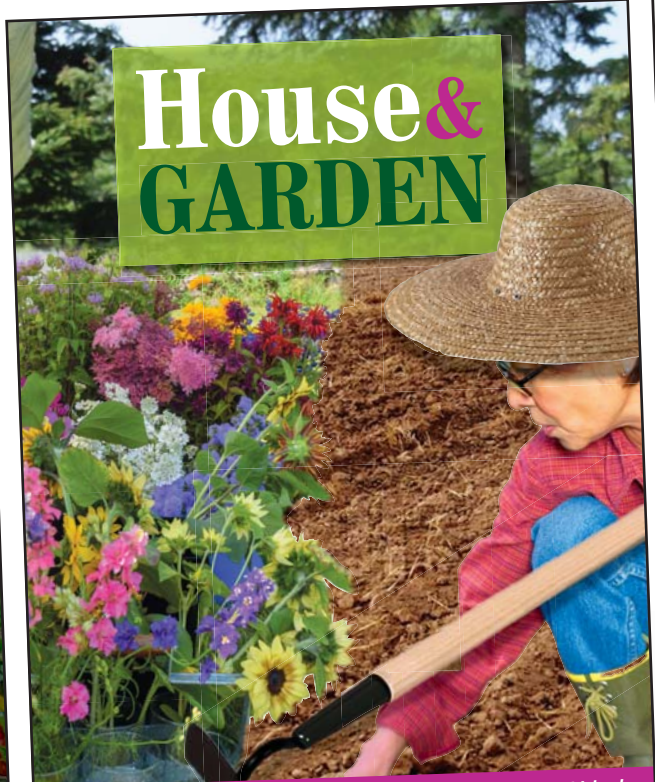


House & GARDEN



April 26, 2018 Published by The Ellsworth American and the Mount Desert Islander.

Coming in the April 25, 2019 issues of *The Ellsworth American* and *Mount Desert Islander*

33,000 sick-of-winter, eager-to-garden readers are anxious to learn how your business can help them with their gardening and remodeling projects.

Our reader research reveals:

- 68% own their own home
- 62% will purchase garden supplies
- 39% need paint
- 52% will buy building supplies
- 41% are planning kitchen purchases
- 64% rely on newspapers for shopping news



Don't miss the April 4 deadline.

Mechanical Requirements
Page Unit Sizes (width x height)

Full Page 6 columns 10" x 12½"	Quarter Page 3 columns 4 ¹⁵ / ₁₆ " x 6½"
	Half Page Horizontal 6 columns 10" x 6½"
Half Page Vertical 3 columns 4 ¹⁵ / ₁₆ " x 12½"	One-sixteenth Page 2 columns 3 ³ / ₁₆ " x 2½"
	One-eighth Page 3 columns 4 ¹⁵ / ₁₆ " x 3¼"

Sizes and Costs

Size	Ad cost at open rate	12-month package discount	6-month package discount	3-month package contract	Non-package contract advertisers
Full	\$2,125.00	Save 40%	Save 30%	Save 20%	Save 15%
Half	\$1,120.00	Save 40%	Save 30%	Save 20%	Save 15%
Quarter	\$575.00	Save 40%	Save 30%	Save 20%	Save 15%
Eighth	\$290.00	Save 40%	Save 30%	Save 20%	Save 15%
Sixteenth	\$140.00	Save 40%	Save 30%	Save 20%	Save 15%

Full Color \$225.00* • Design and make-up are FREE of charge.
**Color is free for full page ads.

Advertisers with packages save 20-40%.
Advertisers without package contracts save 15% off open rate.

The Ellsworth American.

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Mount Desert **Islander**

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