### Newspaper Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Per 1,000</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>$14.00</td>
<td>N/A</td>
</tr>
<tr>
<td>9 Weeks</td>
<td>$13.00</td>
<td>N/A</td>
</tr>
<tr>
<td>13 Weeks</td>
<td>$12.50</td>
<td>N/A</td>
</tr>
<tr>
<td>26 Weeks</td>
<td>$10.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Political</td>
<td>N/A</td>
<td>$16.00</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>N/A</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

*Prices subject to additional Creative Service Fee

### Mechanical Information

**Newspaper**

- 1 column: $1.85 inches per inch
- 2 columns: $3.79 inches
- 3 columns: $5.75 inches
- 4 columns: $7.71 inches
- 5 columns: $9.67 inches
- 6 columns: $11.65 inches

- Column depth is 23.1 inches
- & columns per page: full page 128 column inches.
- Embed all fonts in a PDF.

**Color**

- 1" - 13.75": $25
- 14" - 31.25": $55
- 31.50" - 63.5": $80
- 63.75" - 127.5": $105

### INSERTS SUPPLIED:

- Pre-printed inserts may be inserted for a $340 fee, 3 times at $315 each, 6 times at $290 each and 12 times for $230 each. Please contact sales representative for details.

### Supplements & Summerscape

- **Full Page:** 9.75" x 10.3"  
  - Color: $315
- **Half Page:** 9.75" x 5.3"  
  - Color: $185
- **1/4 Page:** 4.75" x 5.3"  
  - Color: $130
- **1/8 Page:** 2.50" x 5.3"  
  - Color: $100

### Color Rates Additional

- Ad Size: Full, 1/2, 1/4, 1/8
- Color: $315, $185, $130, $100

### Covers

Please ask your sales representative for details.

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**ABOUT OUR PUBLICATIONS**

### Town Information Handbooks

These annual publications for seven Cape towns are designed for those who live and work within these communities.

### Summerscape

The award-winning summer supplement of *The Patriot* examines the Cape, her history and her people in a fresh, lively fashion illustrated with wonderful period photographs.

### Spring Home & Garden and Antiques & Home

The Cape is 'house proud' and these supplements provide both aspirational and practical information for the home and surrounding grounds.

### PS – Pops by the Sea

Our celebration of the annual concert by the Boston Pops Esplanade Orchestra is full of views and information.

### Back-to-School

Our August supplement provides information for parents and children to prepare for the annual bell-ringing start of the academic year.

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**F**or 187 years *The Barnstable Patriot* has covered our lives here in the Cape's largest town ... government, politics, schools, business, sports, entertainment and news from the seven villages. By advertising with *The Patriot*, your message can be broadcast in print and online to tens of thousands of readers every week. To our existing and new customers, we thank you for teaming up with us as we look forward to our next 186 years of providing community journalism to the town of Barnstable and beyond.
Something for All Seasons...

Advertising needs can change with the seasons on Cape Cod. It’s important to assess them based on your knowledge of your business. It may not be necessary to advertise during peak times, but it’s always good to anticipate and plan in order to keep busy in the off-peak times.

Those with predictable business cycles can front-load advertising to anticipate the season, cut back or prune during the peak, and gear up again as the season fades.

Those with businesses that aren’t calendar dependent can plan a campaign that maintains a presence throughout the year, with occasional bursts to emphasize new products, events or sales.

When it comes to your business, you know best. We’ll work to find the campaign and publication mix that provides the presence you need, when you need it, and at a price you can afford.

Use the calendar to identify your business’s seasons and plan a campaign that fits your needs.