

Insert Advertising

The Ellsworth American

Inserts in *The Ellsworth American* are zoned by clusters. Available clusters are listed below. Inserts must be run in both home-delivered and single-copy outlets in all clusters. We are unable to zone inserts by single-copy outlets or by individual zip code.

Mount Desert Islander

The American's sister newspaper covering Mount Desert Island accommodates inserts in full circulation only. The *Mount Desert Islander* may be added to any of the zone clusters purchased for *The Ellsworth American*.

Cluster	Area	Circulation
0	Ellsworth Area	4,868
1	Blue Hill Area	1,954
2	Mount Desert Island	728
3	Bucksport Area	1,025
4	Hancock Area	1,730
5	All of Hancock County (includes all of above)	10,305
6	Rest of Maine	1,352
7	Out of State	710
8	All Zones of <i>The Ellsworth American</i> and <i>Mount Desert Islander</i>	12,367 + 5,053 = 17,420

Town	Zip Code	Area	Circulation
Ellsworth Area	04605	0 Ellsworth Area	4,868
Blue Hill	04614	1 Blue Hill Area	1,954
Blue Hill (Blue Hill Falls)	04615		
Brooklin	04616		
Brooksville	04617		
Deer Isle	04627		
Blue Hill (East Blue Hill)	04629		
Harborside	04642		
Little Deer Isle	04650		
Brooklin (North Brooklin)	04616		
Sargentville	04673		
Sedgwick	04676		
Stonington	04681		
Deer Isle (Sunset)	04683		
Surry	04684		
Bar Harbor	04609	2 MDI Area American Only	728
Tremont (Bernard)	04612		
Cranberry Isles	04625		
Frenchboro	04635		
Hulls Cove	04644		
Bass Harbor	04653		
Mount Desert	04660		
Northeast Harbor	04662		
Southwest Harbor	04679		
Swan's Island	04685		
Seal Cove	04674	MDI Area Islander Only	5,053
Seal Harbor	04675		
Bucksport/Verona	04416	3 Bucksport Area	1,025
Castine	04421		
East Orland	04431		
Orland	04472		
Penobscot	04476		
Gouldsboro	04607	4 Hancock Area	1,730
Great Pond	04608		
Gouldsboro (Birch Harbor)	04613		
Gouldsboro (Corea)	04624		
Franklin/Eastbrook	04634		
Hancock	04640		
Sullivan (North Sullivan)	04664		
Prospect Harbor	04669		
Sorrento	04677		
Winter Harbor	04693		

Above totals are based on summer circulation figures which typically increase 20% over winter numbers. Please contact your sales representative for a current accurate count.

Preprinted Inserts Contract

Per Piece, Net, Non-Commissionable

Full Run - In State	1T	6T	13T	26T	39T	52T
Single Sheet	6.0¢	5.5¢	5.0¢	4.5¢	4.0¢	3.75¢
4 to 12 page Tab/2 to 6 Broadsheet	7.0¢	6.0¢	5.5¢	5.0¢	4.5¢	4.25¢
16 to 24 page Tab/8 to 12 Broadsheet	7.5¢	6.5¢	5.75¢	5.25¢	4.75¢	4.5¢
28 to 36 page Tab/14 to 18 Broadsheet	8.0¢	7.0¢	6.0¢	5.5¢	5.0¢	4.75¢

More than 40 pages Rates based on sample provided to Publisher.

Zoned-Partial Run* - In State	1T	6T	13T	26T	39T	52T
Single Sheet	7.5¢	7.0¢	6.25¢	5.75¢	5.0¢	4.75¢
4 to 12 pages	8.75¢	7.5¢	7.0¢	6.25¢	5.75¢	5.25¢
16 to 24 pages	9.5¢	8.0¢	7.5¢	6.5¢	6.0¢	5.5¢
28 to 36 pages	10.0¢	8.75¢	8.0¢	7.0¢	6.25¢	6.0¢

More than 40 pages Rates based on sample provided to Publisher.

*Minimum charge is \$100.

For out-of-state circulation, add 25% to above rates.

Preferred Insert Sizes

Minimum depth of 8", maximum depth of 15". Minimum width of 8", maximum width of 11". Fold should always be on the depth side. Please contact the advertising department about sizes other than these.

Inserts Printed by Ellsworth American, Inc.

10% discount from printing cost. Inserts printed by Ellsworth American, Inc. will be credited toward fulfillment of a frequency contract, but qualify for no additional discounts.