

Rates for April 1, 2021 through March 31, 2022

Number of insertions:	1x	8x	13x	26x	52x
2-9 inches	\$18.35	\$14.35	\$13.70	\$13.20	\$12.80
10-23 inches	\$18.25	\$14.25	\$13.60	\$13.10	\$12.70
24-47 inches	\$18.15	\$14.15	\$13.50	\$13.00	\$12.60
48-95 inches	\$18.05	\$14.05	\$13.40	\$12.90	\$12.50
96 inches	\$17.95	\$13.95	\$13.30	\$12.80	\$12.40

4 Color and Spot Color are available on a limited 1st come 1st serve basis for \$100 in addition to space cost.

All Ads

- 25% added for premium or guaranteed positions
- Minimum size 2", standing copy only
- Publisher reserves the right to change rates on 30-day notice
- Ads paid in advance may take 5% discount
 - 6 or more paid in advance receive 10% discount.
- First two ads must be paid in advance
- The Cape Cod Chronicle reserves the right to refuse any advertising contract that does not meet the company's mission at any time and is not liable for failure to print, publish or circulate an advertisement for any reason.

Political: \$12.80 column inch - Prepaid required (\$50 Web Button) and additional requirements upon request

Nonprofit: Available upon request

Inserts: \$60/thousand - printed on 24 lb. paper, inserts weighing over 0.9oz subject to additional cost. Needs to fit on 8 1/2" x 11" or folded to fit. Eligible inserts can NOT have:

1. A Permit Imprint (postage paid by).
2. Any kind of ISSN or ISBN number on it (like a book).
3. Any kind of price.
4. Any means of subscribing to just that insert (As if the insert were its own publication).
5. Any words describing the insert as a "catalog." If your insert has any of these five elements it must be treated as a "ride-along" and subject to additional fees. Call for pricing.

Inserts may be sent to the full run of the paper, just regular edition or just Harwich editions.
Inserts can be uploaded to our E-edition for \$2 per page.

Web Ads: Rates on Page 7 - Discount for clients on contract.

Legal Ads: Contact Barbara Rugg at 508-348-5111 or email at: barbara@capecodchronicle.com

Obituaries: 52x Rate per column inch
 Contact Justin Alex at 508-348-5108 or justin@capecodchronicle.com

Classified: \$15 for every 30 words - No billing for classified ads.
 • All ads also in our E-edition for no additional charge
 • One free classified ad for clients on contract with us.
 Contact Terri Adamsons at 508-348-5110 or terri@capecodchronicle.com

Publication Dates: Every Thursday. (Available online and on newsstands Wednesday afternoons.)

Deadlines: 5 p.m. Friday; ad copy, Monday (unless Monday is a holiday ~ then the previous Friday)

Proof Deadlines: 5 p.m. on the Thursday prior to publication.
The Cape Cod Chronicle is not responsible for errors once a proof has been approved.

Insert Deadline: Noon Friday delivered to printers in Seekonk

Classified Deadline: 5 p.m. Monday

Placement: Special requests are subject to a 25% placement charge. There is no additional charge to be placed on one of the following when space is available:
 Health Page - First Thursday • Senior Times - Second Thursday
 Business Page - Third Thursday • School Page - Fourth Thursday

Advertising designed to appear as editorial matter must carry the words "Paid Advertisement" above each column and use a typeface that is clearly different from that used by the Cape Cod Chronicle's newsroom.

We accept Cash • Checks • Visa • MasterCard • American Express • Discover

Easy Way Rate Chart: Look down the inches row for the size ad you wish to run. The row across tells you the cost of the ad based on how often you plan to advertise in a year. Example: 12" Ad, once a month (13x R) = \$163.20

FREQUENCY RATES

The Cape Cod Chronicle 4/1/21 - 3/31/22 Advertising Rates

#	Open	8x	13x	26x	52x
1	18.35	14.35	13.70	13.20	12.80
2	36.70	28.70	27.40	26.40	25.60
3	55.05	43.05	41.10	39.60	38.40
4	73.40	57.40	54.80	52.80	51.20
5	91.75	71.75	68.50	66.00	64.00
6	110.10	86.10	82.20	79.20	76.80
7	128.45	100.45	95.90	92.40	89.60
8	146.80	114.80	109.60	105.60	102.40
9	165.15	129.15	123.30	118.80	115.20
	Price Break 18.25	Price Break 14.25	Price Break 13.60	Price Break 13.10	Price Break 12.70
10	182.50	142.50	136.00	131.00	127.00
11	200.75	156.75	149.60	144.10	139.70
12	219.00	171.00	163.20	157.20	152.40
13	237.25	185.25	176.80	170.30	165.10
14	255.50	199.50	190.40	183.40	177.80
15	273.75	213.75	204.00	196.50	190.50
16	292.00	228.00	217.60	209.60	203.20
17	310.25	242.25	231.20	222.70	215.90
18	328.50	256.50	244.80	235.80	228.60
19	346.75	270.75	258.40	248.90	241.30
20	365.00	285.00	272.00	262.00	254.00
21	383.25	299.25	285.60	275.10	266.70
22	401.50	313.50	299.20	288.20	279.40
23	419.75	327.75	312.80	301.30	292.10
	Price Break 18.15	Price Break 14.15	Price Break 13.50	Price Break 13.00	Price Break 12.60
24	435.60	339.60	324.00	312.00	302.40
25	453.75	353.75	337.50	325.00	315.00
26	471.90	367.90	351.00	338.00	327.60
27	490.05	382.05	364.50	351.00	340.20
28	508.20	396.20	378.00	364.00	352.80
29	526.35	410.35	391.50	377.00	365.40
30	544.50	424.50	405.00	390.00	378.00
31	562.65	438.65	418.50	403.00	390.60
32	580.80	452.80	432.00	416.00	403.20
33	598.95	466.95	445.50	429.00	415.80
34	617.10	481.10	459.00	442.00	428.40
35	635.25	495.25	472.50	455.00	441.00
36	653.40	509.40	486.00	468.00	453.60
37	671.55	523.55	499.50	481.00	466.20
38	689.70	537.70	513.00	494.00	478.80
39	707.85	551.85	526.50	507.00	491.40
40	726.00	566.00	540.00	520.00	504.00
41	744.15	580.15	553.50	533.00	516.60
42	762.30	594.30	567.00	546.00	529.20
43	780.45	608.45	580.50	559.00	541.80
44	798.60	622.60	594.00	572.00	554.40
45	816.75	636.75	607.50	585.00	567.00
46	834.90	650.90	621.00	598.00	579.60
47	853.05	665.05	634.50	611.00	592.20
	Price Break 18.05	Price Break 14.05	Price Break 13.40	Price Break 12.90	Price Break 12.50
48	866.40	674.40	643.20	619.20	600.00

#	Open	8x	13x	26x	52x
49	884.45	688.45	656.60	632.10	612.50
50	902.50	702.50	670.00	645.00	625.00
51	920.55	716.55	683.40	657.90	637.50
52	938.60	730.60	696.80	670.80	650.00
53	956.65	744.65	710.20	683.70	662.50
54	974.70	758.70	723.60	696.60	675.00
55	992.75	772.75	737.00	709.50	687.50
56	1010.80	786.80	750.40	722.40	700.00
57	1028.85	800.85	763.80	735.30	712.50
58	1046.90	814.90	777.20	748.20	725.00
59	1064.95	828.95	790.60	761.10	737.50
60	1083.00	843.00	804.00	774.00	750.00
61	1101.05	857.05	817.40	786.90	762.50
62	1119.10	871.10	830.80	799.80	775.00
63	1137.15	885.15	844.20	812.70	787.50
64	1155.20	899.20	857.60	825.60	800.00
65	1173.25	913.25	871.00	838.50	812.50
66	1191.30	927.30	884.40	851.40	825.00
67	1209.35	941.35	897.80	864.30	837.50
68	1227.40	955.40	911.20	877.20	850.00
69	1245.45	969.45	924.60	890.10	862.50
70	1263.50	983.50	938.00	903.00	875.00
71	1281.55	997.55	951.40	915.90	887.50
72	1299.60	1011.60	964.80	928.80	900.00
73	1317.65	1025.65	978.20	941.70	912.50
74	1335.70	1039.70	991.60	954.60	925.00
75	1353.75	1053.75	1005.00	967.50	937.50
76	1371.80	1067.80	1018.40	980.40	950.00
77	1389.85	1081.85	1031.80	993.30	962.50
78	1407.90	1095.90	1045.20	1006.20	975.00
79	1425.95	1109.95	1058.60	1019.10	987.50
80	1444.00	1124.00	1072.00	1032.00	1000.00
81	1462.05	1138.05	1085.40	1044.90	1012.50
82	1480.10	1152.10	1098.80	1057.80	1025.00
83	1498.15	1166.15	1112.20	1070.70	1037.50
84	1516.20	1180.20	1125.60	1083.60	1050.00
85	1534.25	1194.25	1139.00	1096.50	1062.50
86	1552.30	1208.30	1152.40	1109.40	1075.00
87	1570.35	1222.35	1165.80	1122.30	1087.50
88	1588.40	1236.40	1179.20	1135.20	1100.00
89	1606.45	1250.45	1192.60	1148.10	1112.50
90	1624.50	1264.50	1206.00	1161.00	1125.00
91	1642.55	1278.55	1219.40	1173.90	1137.50
92	1660.60	1292.60	1232.80	1186.80	1150.00
93	1678.65	1306.65	1246.20	1199.70	1162.50
94	1696.70	1320.70	1259.60	1212.60	1175.00
95	1714.75	1334.75	1273.00	1225.50	1187.50
	Price Break 17.95	Price Break 13.95	Price Break 13.30	Price Break 12.80	Price Break 12.40
96	1723.20	1339.20	1276.80	1228.80	1190.40