Why Advertise With The Cape Cod Chronicle?

Besides the obvious reasons - a strong healthy circulation that reaches the communities in Chatham, Harwich and Orleans, the affordable rates, and a cooperative, informed advertising staff - The Cape Cod Chronicle offers more than you see on the surface. You gain so many intangibles and community benefits when you become part of our family.

First of all, you gain the loyalty and the patronage of each employee of The Cape Cod Chronicle. We love to shop and we patronize our advertisers first and foremost. We are a staff of only 12 but we see and know many, many people and we firmly believe in promoting shopping locally.

Also, as an advertiser, you have a representative at The Cape Cod Chronicle.

Our advertising department communicates regularly with the editorial department.
We share ideas for stories, supplements and we really listen to our advertisers.

Please join our family, as many have for more than 50 years.
HARWICH PORT — The strength of the Oct. 27 nor’easter shook more than a few wind chimes across the Cape. It also rattled the 3,000-pound bell that has hung in the belfry of Our Lady of the Mount Church since it was cast in 1905.

As high winds and hurricane-force winds pushed through Harwich and Chatham, the tower of Our Lady of the Mount Church was dug into the belfry two stories above the floor in the church’s basement.

The bell, which hangs from the ceiling in the belfry, was displaced about two feet from itsusual spot. That movement caused the wooden floor of the belfry to buck and crack. Church trustee Dick Smith, who has served on the church’s board of directors for 14 years, said the bell was on a plastic shock absorber that prevents the bell from violently shaking when the church is jolted by a strong wind.

The hurricane force winds that pounded the Cape also knocked the bell to the floor of the belfry after being dislodged by high winds and failing to land properly as the bell was about to land.

Church officials had the bell repaired in 2019 after storms caused the bell to resonate and cause damage to the church. Smith said they didn’t think the bell could have been moved around so much in the past 10 years.

Evelyn Shattuck, chair of the church’s finance committee, said she’s reached out to an insurance expert who will survey the church to determine the extent of the damage.

	online and email opportunities that advertise department help you meet your
features, online and email opportunities that advertise department help you meet your

Our goal at the Cape Cod Chronicle is to provide the most complete coverage of Chatham, Harwich and Orleans as possible. We try to publish as many news items and announcements about local events and people as space allows. By following these guidelines, you will make it easier for us to process your news item and increase the chance that it will be published. Items can be submitted through our website, too.

The Chronicle covers the communities of Chatham, Harwich and Orleans; news from these towns receives priority. Because of space limitation we often can’t publish every news release we receive. Items of interest to residents from surrounding towns will run on a space available basis.

Community News/Press Releases: These are items about events or accomplishments, such as theater productions, fundraisers, lectures, meetings, awards and other announcements of interest to the community at large. We recognize the importance of publishing these items as a service to our readers. Student news, business shorts, letters to the editor, engagements and weddings are run as space allows. Send to Tim Wood at twood@capecodchronicle.com or call 508-348-5101. Deadline: Fridays by 5 pm.

Regular meetings, lectures, classes, and church news are published in the Almanac. Send to Terri Adamsons at terri@capecodchronicle.com or call 508-348-5110. Deadline is Monday before publication.

ArtCast: Theater, music and other performing arts listings are included in our ArtCast column. Please submit information to Jennifer Sexton-Riley at Jen@capecodchronicle.com. Deadline is the Friday before publication.

Entertainment listings and gallery events run in the Entertainment Sampler and are reserved for contract advertisers. Please send details and a photo or two to Natalie Davis at natalie@capecodchronicle.com or call 508-348-5109 by Friday at 5 pm.

Military News is published in the Memorial Day, Independence Day and Veterans Day issues annually and include servicemen from Chatham, Harwich and Orleans, where they are deployed, their branch of service and a photo. Send information about your loved one serving to Deb DeCosta at debbie@capecodchronicle.com or call 508-348-5106.

Obituaries are paid ads and run on a separate page each week. They need to be prepaid or billed to a funeral home. Contact Justin Alex at justin@capecodchronicle.com or call 508-348-5108. Deadline: Monday at 5pm.

Parting Shots: E-mail photos and captions of open houses, anniversaries, community activities and other events to amy@capecodchronicle.com. Photos can also be dropped off or mailed to The Chronicle’s office at 60C Munson Meeting Way, Chatham.

Letters should be submitted Friday prior to publication to twood@capecodchronicle.com. Please keep to 250 words.

Digital Submissions: Send via email, thumb drive or disk. Email is preferred, pasted into the body of the message rather than sent as an attachment. If you need to attach it send as a Word document in Windows format. Items created on a Mac should be converted to PC format before sending. Please include a contact name and telephone number. Stick to the facts and keep it short, no more than two or three paragraphs.

Photographs: Submission of appropriate photographs with news releases are welcome. Please add photos as attachments. Color or black and white prints and digital photographs accepted. Digital images should be 300dpi or larger. We cannot guarantee return of
Demographics of Chatham, Harwich and Orleans on Cape Cod, MA
This demographic data comes from the United States Census Bureau 2019-21
It’s a quick look at the population, age, housing and income of this area.

Chatham
Land, Sq. Miles: 16.43
Acres: 10,507
Population: 6,594
% Over 65: 39.7%
Owner Occupied Homes: 84.3%
Value Owner Occupied Housing Costs $637,800
Median Household Income: $83,839

Harwich
Land, Sq. Miles: 20.88
Acres: 13,900
Population: 13,440
% Over 65: 34.6%
Owner Occupied Homes: 84.7%
Value Owner Occupied Housing Costs $399,500
Median Household Income: $76,822

Orleans
Land, Sq. Miles: 14.13
Acres: 8,837
Population: 6,307
% Over 65: 44.8%
Owner Occupied Homes: 82.7%
Value Owner Occupied Housing Costs $644,000
Median Household Income: $73,778

Circulation Figures
Distribution Figures for the Print Edition
We boast the highest circulation of any weekly paper on the Mid-Lower Cape

Regular Edition
Mailed: 3,636
Newsstands: 1,675
Total: 5,311

Harwich Edition
Mailed: 1,314
Newsstands: 700
Total: 2,014

Total Print Edition
Mailed: 4,950
Newsstands: 2,375
Total: 7,325

All print edition subscribers have free access to the e-Edition.

E-Edition Subscriptions
Users: 10,235
Unique online users: 3,328

Our readership is countless, most of our readers (after they’ve read it of course!) pass the paper on to others every week!

Google Analytics visits to our Home page
www.capecodchronicle.com
Monthly average users: 31K
Weekly average users: 10K
Daily average users: 1,500

Age:
18-24 = 6.35%
25-34 = 13.83%
35-44 = 13.32%
45-54 = 18.29%
55-64 = 25.96%
65+ = 22.25%

Gender:
Male = 48.36%
Female = 51.65%

Email Blasts subscriptions
Weekend Update
Breaking News
5,891

Twitter Followers
11,900

Facebook Total Page Followers
20,135

Instagram Followers
2,835

All videos from the past and present continue to be available on YouTube.com

Subscription Rates
On Cape 1 Year: $50  2 Year: $60  Mailed and E-edition
Off Cape 1 Year: $60  2 Year: $70  Mailed and E-edition
E-edition only Yearly: $35
Size Specifications

The regular weekly paper and most supplements utilize the tabloid format.

<table>
<thead>
<tr>
<th>1 col. 1.5”</th>
<th>2 col. 3.25”</th>
<th>3 col. 5”</th>
<th>4 col. 6.75”</th>
<th>5 col. 8.5”</th>
<th>6 col. 10.25”</th>
</tr>
</thead>
</table>

Display Ads Must Follow The Column Width

- 10¼"W x 16"D
- Back flap on supplements: 10¼" x 7¾". Available at additional cost.
- Gutter = 1 pica

Column Size:
- 1 col. = 1½”
- 2 col. = 3¼”
- 3 col. = 5”
- 4 col. = 6¾”
- 5 col. = 8½”
- 6 col. = 10¼”

Ad sizes are determined by multiplying columns by inches high. For example a 2 col x 6” ad is a 12” ad

Examples:
- a 2 x 4 is 3¼” by 4” tall
- a 3 x 7 is 5” wide by 3½” tall
- a quarter-page ad is considered a 24” ad and measures 5” x 7¾” or 6½” x 5 7/8”

The Booklet Format Is Utilized On Select Supplements
(Dining Guide and Gift Guides)

- Borders: All ads require a 2 point rule to outside dimension of ad surrounding any decorative border.
- Color & Spot Color: Available on limited pages.

Note - samples are NOT actual size

Borders: All ads require a 1 pt. rule (the size of the frame around this text) to outside dimension of ad surrounding any decorative border.
The Cape Cod Chronicle 4/1/22 - 3/31/23 Advertising Rates

<table>
<thead>
<tr>
<th>#</th>
<th>Open</th>
<th>8x</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18.60</td>
<td>14.60</td>
<td>13.85</td>
<td>13.45</td>
<td>13.05</td>
</tr>
<tr>
<td>2</td>
<td>37.20</td>
<td>29.20</td>
<td>27.90</td>
<td>26.90</td>
<td>26.10</td>
</tr>
<tr>
<td>3</td>
<td>90.80</td>
<td>68.80</td>
<td>61.85</td>
<td>60.35</td>
<td>59.15</td>
</tr>
<tr>
<td>4</td>
<td>74.40</td>
<td>56.40</td>
<td>50.30</td>
<td>48.30</td>
<td>46.20</td>
</tr>
<tr>
<td>5</td>
<td>92.00</td>
<td>72.00</td>
<td>67.20</td>
<td>64.20</td>
<td>62.20</td>
</tr>
<tr>
<td>6</td>
<td>111.60</td>
<td>87.60</td>
<td>83.70</td>
<td>80.70</td>
<td>78.30</td>
</tr>
<tr>
<td>7</td>
<td>130.20</td>
<td>102.20</td>
<td>97.65</td>
<td>94.15</td>
<td>91.35</td>
</tr>
<tr>
<td>8</td>
<td>148.80</td>
<td>116.80</td>
<td>111.60</td>
<td>107.60</td>
<td>104.40</td>
</tr>
<tr>
<td>9</td>
<td>167.40</td>
<td>131.40</td>
<td>125.55</td>
<td>121.05</td>
<td>117.45</td>
</tr>
<tr>
<td>Price Break</td>
<td>18.60</td>
<td>14.60</td>
<td>13.85</td>
<td>13.45</td>
<td>13.05</td>
</tr>
<tr>
<td>Price Break</td>
<td>92.00</td>
<td>72.00</td>
<td>67.20</td>
<td>64.20</td>
<td>62.20</td>
</tr>
</tbody>
</table>

FREQUENCY RATES

- **Open**: 8x 13x 26x 52x
- **8x**: 13x 26x 52x
- **13x**: 26x 52x
- **26x**: 52x

**Web, E-Blast & Social Media 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
- **Obliterations**: Rate per column inch
- **Classified Rates**: $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 Adamson at 508-348-5110 or terri@capecodchronicle.com

**Publication Dates:** Every Thursday. (Available online and on newstands 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.**

**Placement:** Special requests are subject to a 25% placement charge.

- There is no additional charge to be placed on one of the 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 Advertising” 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

- Log a PERMIT Imprint (postpaid 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 was 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 for advertising.

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

- All Ads
  - 6 or more paid in advance receive 10% discount.
  - 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 to refund, publish or circulate an advertisement for any reason.

- **Eligible inserts can NOT have:**
  - 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 to refund, publish or circulate an advertisement for any reason.

- **Contract deadlines:**
  - Classified Deadline: 5 p.m. Monday
  - Insert Deadline: Noon Friday delivered to printer 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
Supplement Schedule Price List

All supplements are online (www.capecodchronicle.com), including links to your website and uploaded to our Facebook Page!

REAL ESTATE SUPPLEMENT

• EASTWIND (Tabloid Format)

½ page $250 • ¼ page $475 • full page $695.00
Cover ads in addition to a full page ad when available $375

Price Subject To Change

DEADLINE: PUBLISH:

Wed. Jan. 19 ........................ Feb. 3
Wed. Feb. 16 ........................ March 3
Wed. March 23 ........................ April 7
Wed. April 20 ........................ May 5
Wed. May 18 ........................ June 2
Wed. June 23 ........................ July 6
Wed. July 20 ........................ August 4
Wed. Aug. 24 ........................ Sept. 8
Wed. Sept. 21 ........................ Oct. 6
Wed. Oct. 19 ........................ Nov. 3
Wed. Dec. 28 ........................ Jan. 12, 2023
Wed. Feb. 15, 2023 .................... March 2, 2023

• SPRING HOME IMPROVEMENT (Tabloid) - March 31 (deadline March 16)

½ page $125 • ¼ page $245 • ½ page $360 • full page $550

DISCOUNTED COMBINATION RATE FOR TWO ISSUES: (Spring & Fall)
½ page $225 • ¼ page $442 • ½ page $648 • full page $990

• CAPE COD CHRONICLE DINING GUIDE (Booklet)*

June 23 (deadline June 8) 2 full pages $495

• ALL THINGS SHARKS (Tabloid) - July 14 (deadline June 15)

½ page $125 • ¼ page $245 • ½ page $360 • full page $550

• YOUR GUIDE TO ARTS ON CAPE COD (Tabloid) - July 28 (deadline July 13)

Galleries, Theater, Festivals, Fine Arts & Crafts, Antiques and Entertainment
½ page $125 • ¼ page $245 • ½ page $360 • full page $550

• FALL FOR HARWICH (Tabloid) - September 1 (deadline August 17)

½ page $125 • ¼ page $245 • ½ page $360 • full page $550

• FALL HOME IMPROVEMENT (Tabloid) - September 15 (deadline August 31)

½ page $125 • ¼ page $245 • ½ page $360 • full page $550

• A CAPE COD CHRISTMAS (Booklet) - Nov. 24 and Dec. 8 (deadlines Nov. 9 & Nov. 23)

½ page $195 • ¼ page $290 • full page $440

DISCOUNTED COMBINATION RATE FOR TWO ISSUES:
½ page $310 • ¼ page $460 • full page $695

• FIRST NIGHT (Tabloid) - December 22 (deadline December 7)

½ page $125 • ¼ page $245 • ½ page $360 • full page $550

• FOREVER YOUNG (Tabloid) - January 26, 2023 (deadline January 11, 2023)

½ page $125 • ¼ page $245 • ½ page $360 • full page $550

Prices subject to change without notice due to fluctuation in material or process.

*Color available on a first come, first served basis. Call for details.

BOOKLET SIZES:

¼ page…..3¾” x 4½“
½ page…..7½” x 4½“ (horizontal)
½ page…..3¾” x 9⅜“ (vertical)
full page…..7 ½” x 9 ¼”

TABLET SIZES:

½ page…..(horiz.) 5” x 4”
½ page…..(vert.) 3” x 6”
½ page…..(horiz.) 6¼” x 6”
½ page…..(vert.) 5” x 7¾“
½ page…..(horiz.) 10¼” x 7¾“
½ page…..(vert.) 5” x 15¾“
full page…..10¼” x 15¾“

Spotlight Home

Have your client’s property featured in Eastwind! One property will be featured in each edition. To qualify as a contact for Spotlight Home all you need to do is commit to 10 consecutive editions of Eastwind.

Spotlight Home also appears each week in the Chronicle’s regular real estate section. To qualify just commit to do at least one ad per month for 12 consecutive months.

Ad Specifications

PAPER STOCK

Weekly Paper
28 lb. newsprint

PDF FILES:
Submit PDF ads exactly as you wish them to appear using our templates for size specification. Please make sure that PDFs and camera-ready ads use our ad dimensions. Fonts must be embedded. Please indicate name of advertiser & date of publication when emailing ads.

PRINT REQUIREMENTS
“Camera ready” ads are a last choice and need to be printed from a laser printer. Publisher and Word files are not considered camera-ready. We cannot guarantee reproduction quality when a digital file is not supplied.

GRAPHICS
Submit all graphics as pdf’s or photoshop documents at 300 dpi or larger.

TEXT
Microsoft Word or in the body of your email. Camera Ready ads. If you want black text in a color ad please make sure you are choosing “black” and not “registration.”

E-MAIL
PDF files with photos and text. JPEG or TIFF files for photos only. (scanned at least 300 dpi)

DIGITAL PHOTOGRAPHS
At least 3 mega pixels or 300 dpi minimum will reproduce best. Publisher cannot guarantee legibility of 4-color type below 10 point and black & white type below 8 point.

COLOR
All print photographs or pdf ads supplied to us for color pages must be in CMYK.

Cape Cod Chronicle attempts to make all files conform to our format. Whenever possible, please provide a hard copy for backup in case formatting does not conform. All ads are processed on a PC. Please use this information as a guideline when supplying your ad or ad material.

Publisher will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

INTERNET SPECS:

WEBSITE
Box Ads: 300x250 pixels-150 dpi
Banner Ads: 728x90 pixels-150 dpi
468x60 pixels-100 dpi
300x100 pixels-100dpi

E-EDITION BANNER, E-BLAST, BREAKING NEWS
WEBSITE, E-EDITION
E-NOTIFICATION EMAIL BUTTONS
728x90 pixels

“Anyone who stops advertising to save money is like a person who stops a clock to save time.” - Henry Ford
Multi Media Options: Web • E-Blasts • Social Media Platforms

Web: Banner and Box Ads on our website and e-Edition that link to your site

<table>
<thead>
<tr>
<th>BANNER ADS</th>
<th>BOX ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month Commitment</td>
<td>1 Month Commitment</td>
</tr>
<tr>
<td>$75 Per Month</td>
<td>$125 Per Month</td>
</tr>
<tr>
<td>3 Month Commitment</td>
<td>3 Month Commitment</td>
</tr>
<tr>
<td>$315 Per Month</td>
<td>$375 Per Month</td>
</tr>
<tr>
<td>6 Month Commitment</td>
<td>6 Month Commitment</td>
</tr>
<tr>
<td>$780 Per Month</td>
<td>$1,575 Per Month</td>
</tr>
<tr>
<td>12 Month Commitment</td>
<td>12 Month Commitment</td>
</tr>
<tr>
<td>$1,500 Per Month</td>
<td>$3,150 Per Month</td>
</tr>
</tbody>
</table>

Discounted Web Banner Rates!

<table>
<thead>
<tr>
<th>Contract Rate</th>
<th>Banner Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 times</td>
<td>$12</td>
</tr>
<tr>
<td>8, 13 or 26 times</td>
<td>$25</td>
</tr>
</tbody>
</table>

E-Blasts: Advertise with a banner ad that links to your site for $25 a week

Choose from:

- **Weekend Update** - Publishes every Sunday with upcoming stories for the week ahead
- **Breaking News** - Emailed news as it happens, such as “Accident On Route 28 - Avoid The Area”
- **Notification** every Wednesday when the new e-Edition is available online.

Social Media: Access more than 33,000 Followers

How? It’s EASY!

- We will put together a 30-second video spot that can be uploaded to our social media platforms.
  Cost: $300
  
  **$100 discount if you run a print ad the same week!**

- You can give us a 30-second video spot you have developed; we can upload it to our social media platforms.
  Cost: $150
  
  **$50 discount if you run a print ad the same week!**

These videos will be shareable from our platforms. You will be able to share it on your own social media pages.
Cathy and Joe LaRose of Harwich love the theater reviews in the Cape Cod Chronicle. Joe says he’s the Chronicle’s biggest fan!

“I’ve been reading the Chronicle since 1972. My parents had a house in Chatham. We come every summer and a lot during the rest of the year too!”  — Bob Anthony, Ambler, PA

Thank you Cathy & Joe!

“T’ve been reading the Chronicle since 1972. My parents had a house in Chatham. We come every summer and a lot during the rest of the year too!”  — Bob Anthony, Ambler, PA

Thank you Bob!