



Put-in-Bay GAZETTE

ADVERTISING RATES

The Put-in-Bay Gazette is the only local newspaper for Put-in-Bay, Ohio, and the Bass Islands in Lake Erie. With newstands in Catawba, Port Clinton, Marblehead and the Bass Islands our viewership spreads throughout the entire Lake Erie region. In recent years, subscribers to the Put-in-Bay Gazette have reached all 50 states! We expect that number to grow exponentially with the launch of our new online platform **PutinBay.News**. As a bonus to our advertisers who have at least a quarter page print ad, we will be displaying ads on our website at no extra charge. Half page and full page businesses will have prime locations on the website. All ads on the website and in the archived version of the newspaper will be hyperlinked to the businesses website or social media pages.

CIRCULATION: IN-SEASON | 6K-8K/MONTH OFF-SEASON | 2K-3K/MONTH

Color - \$4.80 per square inch
Full Page - (166" sq.) - \$797
Half Page - (83" sq.) - \$399
Quarter Page - (41.5" sq.) - \$200
Eighth Page - (20.75" sq.) - \$100
Business Card - (7" sq.) \$34

Black & White - \$4.30 per square inch
Full Page - (166" sq.) - \$714
Half Page - (83" sq.) - \$357
Quarter Page - (41.5" sq.) - \$179
Eighth Page - (20.75" sq.) - \$90
Business Card - (7" sq.) \$31

*New ads may be subject to a 10% additional charge if using our graphic design services

FULL PAGE
10.375" x 16"
(166" sq)
\$797 COLOR
\$714 B&W

HALF PAGE
10.375" x 8"
(83" sq)
\$399 COLOR
\$357 B&W

HALF PAGE
5.1875" x 16"
(83" sq)
\$399 COLOR
\$357 B&W

QUARTER PAGE
5.1875" x 8"
(41.5" sq)
\$200 COLOR
\$179 B&W

EIGHTH PAGE
5.1875" x 4"
(20.75" sq)
\$100 COLOR

QUARTER PAGE
10.375" x 4"
(41.5" sq)
\$200 COLOR

Sizes are shown for example purposes • Prices are rounded to the nearest dollar
Ads can be any width and height desired up to 10.375" wide by 16" high