

## ✦ Additional Information and Non-package Pricing

Choose your frequency commitment and the size of your advertisement by the week. A la carte rates qualify only for prompt and prepaid discounts; no other discounts on advertising or Internet services apply. Color, online Business Directory premium upgrades and other advertising package features are not included in a la carte pricing.

**ROP Pick-up Rates** Per Column Inch  
*The Ellsworth American* \$17.20  
*Mount Desert Islander* \$8.75

**Charity Rates**  
*The Ellsworth American* \$21.50  
*Mount Desert Islander* \$13.90

**Classified Line Rates**  
 Three-line Minimum Per Line  
 One to Three Weeks \$2.00  
 Four to Seven Weeks 1.70  
 Eight to Thirteen Weeks (or more) 1.45

**Garage/Yard Sale** \$10.00 for  
 If rained out, ad may repeat free if customer up to 50 words calls to request repeat publication.  
 Boxed Ads Additional \$5.50 per week

**Bargain Basket**  
 20 words, two weeks, items under \$100 Free

**Obituary Rate**  
*The Ellsworth American* \$1.75 per line, 2" photo \$15.00  
 Deadline Wednesday 9 a.m.  
*Mount Desert Islander* \$1.25 per line, 2" photo \$15.00  
 Deadline Wednesday 9 a.m.  
 Combination \$2.50 per line, 2" photo \$24.00

### Copy Regulation

All advertising is accepted subject to approval by the Publisher. The newspaper reserves the right to refuse or cancel any advertisement at any time. *The Ellsworth American* and *Mount Desert Islander* assume liability for errors in advertising copy to the extent that the newspapers will publish, at no charge, a corrected version of the portion of any advertisement in which an error occurs. To qualify for publication of corrected copy at no charge, *The Ellsworth American* or *Mount Desert Islander* must be notified of the error by 5 p.m. Monday following the date of original publication.

### Deadlines

Real Estate	Friday 5 p.m.
Arts & Entertainment	Friday 5 p.m.
Other Display	Monday 5 p.m.
Classifieds	Monday 4 p.m.
Public Notices	Monday 5 p.m.
Special Sections	Please call your Ad Rep.
Holiday Deadlines	One business day earlier

Deadline for cancellation is the same as the closing deadline. In cases of ads cancelled after deadline, we will do our best to accommodate the request, but some cancellations may incur a charge of 50% of space costs.

### Open Rates and Non-Package Pricing – Cost Per Column Inch

Length	13,113 Homes EA and MDI Combination	8,601 Homes <i>The Ellsworth American</i>	4,512 Homes <i>Mount Desert Islander</i>	13,113 Homes EA and MDI Real Estate	13,113 Homes EA and MDI Classified
Open Rate	\$32.00	\$23.45	\$15.15	\$23.45	\$21.75
8 weeks	\$29.90	\$21.50	\$13.90	\$21.45	\$19.70
26 weeks	\$27.50	\$19.15	\$12.40	\$19.25	\$17.65
52 weeks	\$25.10	\$16.80	\$10.80	\$16.95	\$15.55

**Prompt Payment Discount:** 2% with cash or check when paid by the 15th of the month

### Additional Services

#### Proofs

Proofs are intended for checking prices, spelling and corrections. Proofs must be returned with corrections six (6) days prior to publication. A design charge at the rate of \$50 per hour will be billed for ads set in proof but not run in *The Ellsworth American* or *Mount Desert Islander*, or when changes in proof design elements are required.

#### Tearsheets

Electronic tearsheets will be supplied at no charge upon request by advertisers following publication. Tear sheets furnished through the U.S. Postal Service may be requested for a flat fee of \$6.00 per month.