

✦ Frequently Asked Questions

How much does an ad cost?

This question is easily answered once we know the details. When we know your business and marketing goals, we can design an advertising package that will fit your budget. Combination packages in *The Ellsworth American* and *Mount Desert Islander* are available.

What is your circulation?

The largest weekly newspaper in Maine, *The Ellsworth American* enjoys an average, year-round paid circulation of 8,363. *The Mount Desert Islander* has an average, year-round paid circulation of 4,448. Weekly single-copy sales increase 20 percent during the busy summer months.

When are your advertising deadlines?

Real Estate and Arts and Entertainment advertising is due Friday at 5 p.m. All other deadlines, including public notices, classified and display, are Monday at 4 p.m. Special section deadlines are three weeks prior to publication. Note: On holiday weeks, all deadlines move up one day.

Can I have a proof of my ad before publication?

Proofs are intended for checking prices, spelling and corrections. Proofs must be returned with correction 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.

What position or page is the best for my ad?

Readers tell us that they read *The American* and *Islander* from cover to cover. For maximum exposure, it's best for your ads to be placed ROP or "run of paper." Your ad rotates weekly throughout the newspaper and guarantees the widest audience.

What credit cards do you accept?

Visa and MasterCard.

Can you bill me for advertising?

Upon receipt and approval of a completed credit application, we happily will bill your advertising cost to your account.

When does the paper come out?

Both *The American* and the *Islander* are published Thursday. All digital subscribers to *The American* may access their newspaper around 4 p.m. Wednesday and to the *Islander* around 11 a.m. on Thursday.

Do you offer discounts?

Yes! When you pay your advertising statement in full, by cash or check, by the 15th of the month following publication, you may deduct 2% from your bill. If you prepay the cost of your ad, either by cash or check, on the first of each month, you may take a 5% discount. Advertisers seeking larger discounts may prepay the cost of their entire package with cash or check and save 10%.

Is there an extra charge for design?

No; creative services, layout, copy writing and campaigns are free to advertisers.

How should I send my ad copy?

You may e-mail a PDF of your ad in the correct size prior to the advertising deadline. Your e-mail should be addressed to your advertising representative, here at the newspaper.

What types of files can you accept?

We accept PDF files.

What if there is a mistake in my ad?

The Ellsworth American and *Mount Desert Islander* assume liability for errors in advertising copy to the extent that the newspaper will publish, at no charge, a corrected version of that portion of any advertisement in which an error occurs. To qualify for publication of corrected copy at no charge, we must be notified of the error by 5 p.m. Monday following the date of original publication.

Do you charge for obituaries?

Obituary notices in *The Ellsworth American* are charged at \$1.75 per line. A two-inch photo is an additional \$15.00. Notices in the *Mount Desert Islander* are \$1.25 per line. A two-inch photo is an additional \$15.00. Obituaries in both papers are \$2.50 per line with a \$24.00 charge for a two-inch photo. There is no charge for a death notice or veteran's flag. Obituaries appear on our websites at no additional cost.

Who owns *The Ellsworth American* and *Mount Desert Islander*?

In this age of monopolies – both media and retail – we are proud of our independence and local ownership. Our publisher, Alan Baker, a Maine native and sixth-generation resident of Orrington, owns both newspapers and is actively involved in each.