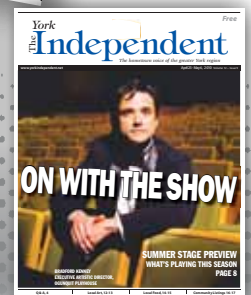


York Independent

A publication of SEACOAST HIPPO



Nearly 80,000 people

The York Independent covers southern Maine's Seacoast, answering the vexing questions of where to go and what to do while on vacation.

The York Independent provides the seacoast's active adults the only dedicated food, music, movie and arts coverage and the state's largest calendar section of things to do.

The York Independent runs 24 to 32 pages each week and is a 11" x 14" tab sized paper. A full e-version of our paper can be found each week at yorkindependent.net

Great Demographics

Median Age: 43 Gender: 47% MEN, 53% WOMEN Income: \$75,500 MEDIAN HOUSEHOLD INCOME

They use the ads to buy

85% of readers frequently buy products or services from ads seen in York Independent**

Long Shelflife

33% 1-2 DAYS

24% 3-4 DAYS

17% 5-6 DAYS

26% 1 WEEK OR MORE

We're in Southern
NH too

Double your reach!

* Audit Bureau of Circulation

** Circulation Verification Audit in progress 3/31/2

Planning to purchase

93% DINING & ENTERTAINMENT

18% ANTIQUES / AUCTIONS

49% FURNITURE / HOME
FURNISHINGS

56% LAWN & GARDEN

47% FLORIST / GIFT SHOPS

64% VACATIONS / TRAVEL

08% REAL ESTATE

79% MEN'S APPAREL

81% WOMEN'S APPAREL

44% CHILDREN'S APPAREL

28% ART & CRAFTS SUPPLIES

30% HEALTH CLUB / EXERCISE
CLASS

31% LAWN CARE SERVICE
(MAINTENANCE & LANDSCAPING)

43% LEGAL GAMBLING

ENTERTAINMENT (LOTTERY, CASINOS,
RACETRACKS, BINGO)

29% CELLULAR PHONE NEW/UPDATE
SERVICE

26% JEWELRY

46% ATHLETIC & SPORTS
EQUIPMENT

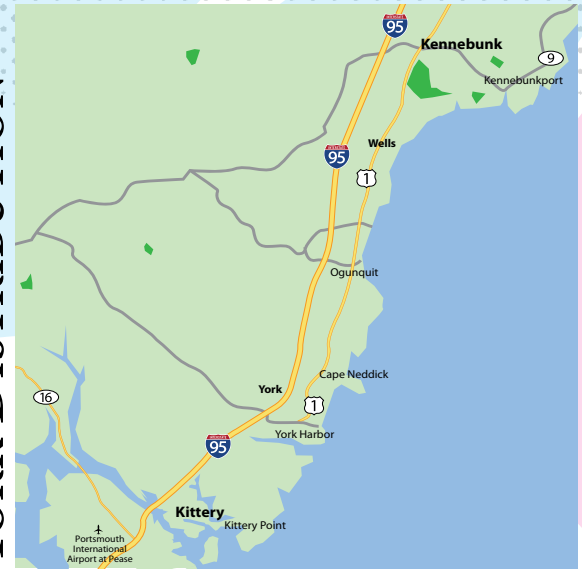
York Independent Zip Code Distribution

The York Independent delivers to more than 10 zip codes throughout the seacoast.

Now available in Kennebunk, Wells, Ogunquit, York, Kittery and the Berwicks

Total 20,000 copies distributed weekly throughout Seacoast area!

YORK DISTRIBUTION



Our Mission

Southern Maine is one of the best places to vacation in the country. People love our beautiful coastline, our amenities, things to do and of course, our people.

York's mission is to encourage tourists, Maine residents and Seacoast residents to experience the enormous quality of life here. We think that if people know what's going on in this region then they'll stay longer, have a better time, come back more often and tell their friends.

No other media in the York region offers as much information on things to do. We answer the vexing question of what to do and where to go after the beach.



Rates:

YORK AREA				ADD SEACOAST HIPPO			AGENCIES
Frequency	1x	5x	10x	1x	5x	10x	All rates are gross
Full Page	\$585	\$410	\$312	\$225	\$165	\$140	BACK PAGE
1/2 Page	\$320	\$224	\$196	\$100	\$85	\$75	\$750 per insertion
1/4 Page	\$180	\$128	\$117	\$65	\$50	\$44	COLOR
1/8 Page	\$100	\$70	\$65	\$40	\$35	\$25	Full-Process: \$75 No discount for spot
Rates are per week							POSITIONING
							20% surcharge to guarantee position

Details

CONTACT:	Advertising Department Manager Charlene Cesarini: 603.625.1855, Ext. 26	Assistant to Advertising Manager Kristin Crawford 603.625.1855, Ext. 24
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DEADLINES:	AD SIZES: (width x height, inches)	
11a.m. Monday (material)	Full Page: 10.25" x 13"	Horizontal 1/4 Page: 5" x 6.25"
1p.m. Monday (camera-ready)	Vertical 1/2 Page: 5" x 12.75"	Vertical 1/8 Page: 2.375" x 6.25"
	Horizontal 1/2 Page: 10.25" x 6.25"	Horizontal 1/8 Page: 5" x 3"
	Vertical 1/4 Page: 2.375" x 12.75"	Horizontal 1/16 Page: 2.38" x 3"

MECHANICALS:

York prints on recycled paper using environmentally-friendly non-toxic soy-based inks. Please account for a dot gain 15 percent. All gradients must be over 15 percent. We run an 85 line screen. Ads should be no less than 200 dpi at actual size. All ads must be submitted in PDF format.

Black and White: Account for a 15 percent dot gain. Please make sure art work is greyscale.

Color: We run 4-color press. All color ads need to be native to CMYK.

Please account for a 15 percent dot gain.