

Advertise in Greater Dover's Popular Weekly Newspaper

Since 1975, the Dover Post community newspaper, by far the largest audited newspaper in central Delaware, has blanketed Greater Dover with door-to-door free delivery every week. The Post has a page count averaging 120 pages and is well-read and well-liked. Your existing and potential customers look to it regularly for its ads as well as for local news, features, recipes, editorials, columns, school news, entertainment news, things to do, a huge and extremely popular classified section and more! The Post's audited circulation is dominant at more than 31,000 households, and that figure is backed up by many advertising success stories due to the Post's loyal readers.



Dover Post Rate Plans

		Cost per col. in.	Cost per 1/24 page.	Cost per 1/8 page	Cost per 1/4 page	Cost per 1/2 page	Cost per Full page
O. Open Rate		17.90	71.60	214.80	429.60	859.20	1,718.40
1. Short Term	(4-9 consecutive ads)	15.20 NET	60.80	182.40	364.80	729.60	1,459.20
2. Mid Term	(10-23 consecutive ads)	12.60 NET	50.40	151.20	302.40	604.80	1,209.60
3. Seasonal	(24-48 consecutive ads)	10.80 NET	43.20	129.60	259.20	518.40	1,036.80
4. Annual	(49-52 consecutive ads)	9.00 NET	36.00	108.00	216.00	432.00	864.00
5. Mid Term Flexi	(10-23 non-consecutive ads)	14.60 NET	58.40	175.20	350.40	700.80	1,401.60
6. Long Term Flexi	(24 or more non-consecutive ads)	12.70 NET	50.80	152.40	304.80	609.60	1,219.20
7. 2,352"/year bulk	(2 pages a month average)	9.90 NET	39.60	118.80	237.60	475.20	950.40
8. 4,704"/year bulk	(4 pages a month average)	7.80 NET	31.20	93.60	187.20	374.40	748.80
9. 9,408"/year bulk	(8 pages a month average)	6.90 NET	27.60	82.80	165.60	331.20	662.40

Full page is 6 columns x 16" equals 96 column inches and is built 10-1/3" x 15-5/6"

Prices effective January 1, 2009 • Ad rates subject to change upon 30-day notice to advertisers.

Dover Post

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