

Advertise in the popular newspaper serving Middletown, Odessa and Townsend

Since 1868, The Middletown Transcript has been the newspaper for close community coverage of the rural half of Delaware's New Castle County and part of adjacent Maryland. Serving the rapidly-growing Middletown-Odessa-Townsend area and beyond, The Transcript is popular with local advertisers and offers a great opportunity to reach a market that can drive either north or south for major shopping. The weekly paid circulation is more than 6,500 households, the largest circulation available in this area.



Transcript 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		12.10	48.40	145.20	290.40	580.80	1,161.60
1. Short Term	(4-9 consecutive ads)	9.60 NET	38.40	115.20	230.40	460.80	921.60
2. Mid Term	(10-23 consecutive ads)	7.70 NET	30.80	92.40	184.80	369.60	739.20
3. Seasonal	(24-48 consecutive ads)	6.70 NET	26.80	80.40	160.80	321.60	643.20
4. Annual	(49-52 consecutive ads)	5.40 NET	21.60	64.80	129.60	259.20	518.40
5. Mid Term Flexi	(10-23 non-consecutive ads)	9.70 NET	38.80	116.40	232.80	465.60	931.20
6. Long Term Flexi	(24 or more non-consecutive ads)	7.90 NET	31.60	94.80	189.60	379.20	758.40
7. 2,352"/year bulk	(2 pages a month average)	5.40 NET	21.60	64.80	129.60	259.20	518.40
8. 4,704"/year bulk	(4 pages a month average)	4.70 NET	18.80	56.40	112.80	225.60	451.20
9. 9,408"/year bulk	(8 pages a month average)	4.40 NET	17.60	52.80	105.60	211.20	422.40

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.

The Middletown Transcript

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