



Low “Add-On” Rates for the Dover Post Company’s Community Newspapers in Delaware

When you invest in ads in one of our newspapers, we make it easy to increase your reach and customer base by offering the same ad in additional newspapers at add-on or “pickup” rates that offer a major opportunity for you to purchase additional advertising at a much lower cost than you could obtain otherwise. If you’re a major advertiser, you could see even greater savings by signing a contract for bulk discounts in more than one newspaper or publication.

We’ve also included low add-on rates for the *Express*, our colorful and popular weekly shopper that’s picked up all over the Eastern Shore and below the canal in Delaware, and also for *Better Years*, the only state-wide monthly newspaper for mature adults, senior citizens, and caregivers.

NET ADD-ON RATES
for ads already in one paper at a Contract Rate or the Open Rate

	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
Dover Post	10.20 NET	40.80	122.40	244.80	489.60	979.20
The Airlifter	4.50 NET	18.00	54.00	108.00	216.00	432.00
Milford Beacon	4.50 NET	18.00	54.00	108.00	216.00	432.00
Sussex Countian	4.10 NET	16.40	49.20	98.40	196.80	393.60
Smyrna/Clayton Sun-Times	4.30 NET	17.20	51.60	103.20	206.40	412.80
The Middletown Transcript	4.80 NET	19.20	57.60	115.20	230.40	460.80
Brandywine East Community News	6.80 NET	27.20	81.60	163.20	326.40	652.80
Brandywine West Community News	6.80 NET	27.20	81.60	163.20	326.40	652.80
Hockessin Community News	6.80 NET	27.20	81.60	163.20	326.40	652.80
Mill Creek Community News	6.80 NET	27.20	81.60	163.20	326.40	652.80
Greenville Community News	6.80 NET	27.20	81.60	163.20	326.40	652.80
10-Paper Buy (All but Airlifter)	61.90 NET	247.60	742.80	1,485.60	2,971.20	5,942.40
11-Paper Buy	66.40 NET	265.60	796.80	1,593.60	3,187.20	6,374.40
Express	9.20 NET	36.80	110.40	220.80	–	–
Better Years	9.15 NET	36.60	109.80	219.60	439.20	878.40

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

ALL RATES & PRICES NET

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

Call (302) 678-3616 • e-mail lori.speed@doverpost.com
or write us at 1196 South Little Creek Road, Dover, DE 19901