

Advertise in Smyrna, Delaware's Popular Weekly Newspaper

The Sun-Times, the oldest continuously-published newspaper in the state, is delivered by mail to the subscribers in and around the towns of Smyrna and Clayton. It is a vital part of the community for both readers and advertisers, as it has been since 1854, and its circulation, including newsstand sales, is more than 4,000 households. Many advertisers use the low "pick-up" rate to add the Sun-Times to their Dover Post buy, since shopping opportunities in the area are somewhat limited, especially in certain categories.



Sun-Times 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		10.80	43.20	129.60	259.20	518.40	1,036.80
1. Short Term	(4-9 consecutive ads)	8.60 NET	34.40	103.20	206.40	412.80	825.60
2. Mid Term	(10-23 consecutive ads)	7.20 NET	28.80	86.40	172.80	345.60	691.20
3. Seasonal	(24-48 consecutive ads)	6.20 NET	24.80	74.40	148.80	297.60	595.20
4. Annual	(49-52 consecutive ads)	5.10 NET	20.40	61.20	122.40	244.80	489.60
5. Mid Term Flexi	(10-23 non-consecutive ads)	8.90 NET	35.60	106.80	213.60	427.20	854.40
6. Long Term Flexi	(24 or more non-consecutive ads)	6.90 NET	27.60	82.80	165.60	331.20	662.40
7. 2,352"/year bulk	(2 pages a month average)	5.10 NET	20.40	61.20	122.40	244.80	489.60
8. 4,704"/year bulk	(4 pages a month average)	4.40 NET	17.60	52.80	105.60	211.20	422.40
9. 9,408"/year bulk	(8 pages a month average)	4.10 NET	16.40	49.20	98.40	196.80	393.60

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, 2008 • Ad rates subject to change upon 30-day notice to advertisers.

Smyrna/Clayton Sun-Times

224 E. Glenwood Avenue • Smyrna, Delaware • 19977 • Telephone: (302) 653-2083

Fax: (302) 653-8821 • e-mail brigitte.mckinney@doverpost.com