



THE WORKING WATERFRONT



PUBLISHED BY ISLAND INSTITUTE ■ WORKINGWATERFRONT.COM

2025 ADVERTISING

Averaging **55,000** readers per month along Maine's coast and islands

CONTACT

DAVE JACKSON
 djackson@islandinstitute.org
 (207) 542-5801

PRINT

	DIMENSIONS (W X H)	B&W RATE (MONTHLY)	4-COLOR RATE (MONTHLY)
BUSINESS CARD	3.2" x 2"	\$75	n/a
1/8 PAGE	4.9" x 3.5"	\$175	\$210
1/4 PAGE	V: 4.9" x 7.35" H: 10" x 3.5"	\$342	\$410
HALF PAGE	10" x 7.35"	\$662	\$794
FULL PAGE	10" x 14.65"	\$1,131	\$1,142
BACK FULL PAGE	10" x 14.65"	N/A	\$1,428

RECEIVE A 10% DISCOUNT WITH A 6+ MONTH CONTRACT

DIGITAL

E-WEEKLY	1200 X 435 pixels	\$60 PER WEEK, FULL COLOR
-----------------	-------------------	---------------------------

ISSUE	CAMERA-READY AD DEADLINE
February/March 2025	January 6
April/May 2025	March 3
June/July 2025	May 5
August/September 2025	July 7
October/November 2025	September 8
December 2025/ January 2026	November 3

BUSINESS CARD
3.2" x 2"

1/8 PAGE
4.9" x 3.5"

1/4 PAGE VERTICAL
4.9" x 7.35"

1/2 PAGE
10" x 7.35"

FILE FORMAT: PRINT

- PDF (fonts embedded), JPEG, TIFF
- Files must be in CMYK and at least 200 DPI

1/4 PAGE HORIZONTAL
10" x 3.5"

FULL PAGE
10" x 14.65"

E-WEEKLY
1200 X 435 pixels

FILE FORMAT: DIGITAL (E-WEEKLY AD)

- JPEG, GIF, PNG
- Files must be in RGB and no more than 100 dpi.