



ABOUT US

Every Thursday The Milton Independent delivers local and regional news, school news and events, local sports, a community calendar and features on local personalities to over 6,500 homes and businesses.

At The Milton Independent, we believe in service to our advertisers. We offer free ad typesetting and graphic design services, regular visits to your place of business, ideas for more attractive, effective ads, and a proactive attitude that puts results and your satisfaction first.

CIRCULATION

Total Readers: 15,750

Town	Zip Code	Weekly
Milton	05468	5,400
Georgia	05468	900
Total		6,300

DISCOUNTED RATES*

Col. Inch	6 issues	12 issues	24 issues	52 issues
1" - 30"	\$9.50	\$9.10	\$8.60	\$8.20
31" - 63"	\$9.10	\$8.60	\$8.20	\$7.70
64" - 94"	\$8.60	\$8.10	\$7.70	\$7.20
95" - 126"	\$8.10	\$7.70	\$7.10	\$6.60

*Contract Required

TERMS

All classified, business directory, political and inserts must be prepaid. All new accounts must prepay first ad.

CONTACTS

Advertising: kevin@samessenger.com

Editorial: courtney@miltonindependent.com or jackie@miltonindependent.com

Classified: gail@samessenger.com

AD RATES

Open Rate

Price per column inch	\$10.00
1/2 Page - 6 col. x 10 inches.	\$600.00
1/4 Page - 3 col. x 10 inches.	\$300.00
1/8 Page - 3 col. x 5 inches.	\$150.00

Government & Non-Profit

Price per column inch	\$8.50
1/2 Page - 6 col. x 10 inches.	\$510.00
1/4 Page - 3 col. x 10 inches.	\$255.00
1/8 Page - 3 col. x 5 inches.	\$127.50

Political (pre-paid)

One-time open rate (No discounted rates apply)

Inserts (pre-paid)

1,000 minimum, pages equal to 8 1/2" by 11"	
1-4 pg.	\$50/1,000 papers
5-15 pg.	\$60 /1,000 papers
16-31 pg.	\$70 /1,000 papers
32+	Please inquire

Business Directory (pre-paid)

Ads run consecutive weeks without change. Minimum of 8 weeks required. Standard size: 3 1/4" x 1 5/8"

8 weeks	MI only.....	\$160
	MI, CS & ER	\$360
12 weeks	MI only.....	\$225
	MI, CS & ER	\$480
6 months	MI only.....	\$360
	MI, CS & ER	\$840
1 year	MI only.....	\$650
	MI, CS & ER	\$1500

Repeat Discounts

Same ad runs within 1 month of the first

Under 1/4 page..... 5%

1/4 page or larger

2nd run.....	10%
3rd + run	20%

Color Surcharge

\$75 Spot Color \$150 Process Color

TRI-TOWN RATES

The following prices apply to ads placed in The Milton Independent, The Essex Reporter, and The Colchester Sun

Tri-Town Classified

# of words	Personal	Business	Employment
25 or less	\$18.00	\$22.00	\$48.00
26 - 35	\$22.00	\$26.00	\$54.00
36 - 60	\$28.00	\$32.00	\$62.00

50¢/word over 60 in all categories

Add \$15 for box, photo, or art

Tri-Town Job Seekers

(Display Employment ads)

Price per column inch \$18.00

Classified section is a 9 column page

Tri-Town Showcase of Homes

(Real Estate Display ads)

Realtor's Business Card included

at no extra charge

Property Listing \$60/week

Open House \$75/week

SUBMITTING ARTWORK

Acceptable File Formats: PDF, JPEG, EPS, TIFF, PSD (Photoshop), AI (Illustrator) & INDD (InDesign) - Supplied art & PDF's must be Hi-Resolution (170 dpi or higher)

AD DEADLINES

Display, Classified & Camera Ready Ads are due at **12 noon on Friday** to run in the following week's Thursday paper.