

# Gorham Times

## 2025 Deadlines and Publication Dates

### Reserve Your Ad Space

To reserve your ad space, send your camera ready ad or ad inquiry to [gorhamtimes@gmail.com](mailto:gorhamtimes@gmail.com). Ad space must be reserved prior to the deadline date. All ads are due on Wednesday of deadline week. Camera-ready ads must be sent as high-quality PDFs or JPEGs and must be sized correctly. Basic ad design and [two proofs] are included in the price of the ad.

Guaranteed placement is available on a first come, first serve basis at an additional 15% charge. Request a quote for custom sizes.

Payment is due upon receipt. Cash, checks, and MasterCard/Visa accepted. Prepayment is required for new advertisers, political advertisements, advertisers with overdue balances, classified ads, and online ads.

### About Us

The Gorham Times is a 501(c)(3) nonprofit corporation, funded entirely by advertising revenue, subscriptions, and contributions. The August 1995 start-up was supported by generous donations from many Gorham residents, business people, and advertisers. The foremost goal of the Gorham Times is to "Bring the news to all of Gorham."

The staff and board of directors are dedicated to providing quality Gorham-related news coverage and exceptional customer service to its advertisers and readers. The Gorham Times is published every other Thursday. It reflects the many components of our town with news stories and feature articles about local government, schools, organizations, and people. It does not take an editorial stance but does encourage the airing of different viewpoints by providing a forum for fair-minded discussion.



### 2025 Publication Schedule

Deadline Date	Publication Date
1/8/2025	1/16/2025
1/22/2025	1/30/2025
2/5/2025	2/13/2025
2/19/2025	2/27/2025
3/5/2025	3/13/2025
3/19/2025	3/27/2025
4/2/2025	4/10/2025
4/16/2025	4/24/2025
4/30/2025	5/8/2025
5/14/2025	5/22/2025
5/28/2025	6/5/2025
6/11/2025	6/19/2025
Summer Break	Summer Break
7/9/2025	7/17/2025
7/23/2025	7/31/2025
8/6/2025	8/14/2025
8/20/2025	8/28/2025
9/3/2025	9/11/2025
9/17/2025	9/25/2025
10/1/2025	10/9/2025
10/15/2025	10/23/2025
10/29/2025	11/6/2025
11/12/2025	11/20/2025
11/26/2025	12/4/2025
12/10/2025	12/18/2025
Winter Break	Winter Break
1/8/2026	1/15/2026

**Inserts:** \$210 for a single 8.5x11 sheet. Other sizes are available. Advertiser is responsible for printing and delivering 4,200 copies of the insert to Maine Trust for Local News, 295 Gannett Drive, South Portland, ME 04106. Shipping and receiving hours are Monday-Friday, 7 a.m. to 5 p.m. Inserts must be scheduled with the Gorham Times Business Manager at least one week prior to publication.

A lot of times static is caused by atmospheric conditions. When it is really dry, the problem is exacerbated. We have better luck with non-glossy sheets, preferably on 70 lb. or heavier stock. Also, it would be helpful to pad by 300+ sheets.

# Gorham Times

## Ad Sizes and Pricing

### Why Advertise in the Gorham Times?

The Gorham Times is mailed to subscribers and distributed to more than 100 distribution sites throughout Gorham, and to Windham Hannaford, Windham Blue Seal, and Westbrook Market Basket. We circulate 4,200 copies every other Thursday, and issues are available on the Gorham Times website. By placing an ad in the Gorham Times, your message is broadcast throughout Gorham and beyond while supporting the town's only volunteer-run, nonprofit, Gorham specific newspaper.

**1 column x 2"**  
2.3125" x 2"

**1x BW =**  
\$25 / \$47 Color

**6x BW =**  
\$23 / \$39 Color

**12x BW =**  
\$21 / \$33 Color

**1 column x 5"**  
2.3125" x 5"

**1x rate**  
\$ 58 BW  
\$113 Color

**6x rate**  
\$53 BW  
\$93 Color

**12 x rate**  
\$48 BW  
\$78 Color

**1 column x 3"**  
2.3125" x 3"

**1x rate**  
\$36 BW or \$69 Color

**6x rate**  
\$33 BW or \$57 Color

**12x rate**  
\$30 BW or \$48 Color

**1 column x 4"**  
2.3125" x 4"

**1x rate**  
\$47 BW or \$91 Color

**6x rate**  
\$43 BW or \$75 Color

**12 x rate**  
\$39 BW or \$63 Color

**2 column Ads**  
Actual width: 4.875"

Actual dimension: 4.875" wide

	<b>One time BW/Color</b>	<b>6x Rate</b>	<b>12x Rate</b>
1"	\$25/\$47	\$23/\$33	\$21/\$29
2"	\$47/\$91	\$43/\$75	\$39/\$63
3"	\$69/\$135	\$63/\$111	\$57/\$93
4"	\$91/\$179	\$83/\$147	\$75/\$123
5"	\$113/\$223	\$103/\$183	\$93/\$153
6"	\$135/\$267	\$123/\$219	\$111/\$183

**Quarter Page** *(this ad is quarter page)*  
4.875" x 7.375" portrait orientation (14 column inches)

\$143.00 one time BW / \$297 Color  
\$132.50 6x rate / \$244.50 Color  
\$122.00 12x rate / \$206.00 Color

**Half Page** *(choice of horizontal or vertical)*  
10" x 7.375" landscape orientation (horizontal) or  
4.875 x 15.125" portrait (vertical) orientation (28 column inches)

\$251.00 one time BW / \$559 Color  
\$232.50 6x rate BW/ \$456.50 Color  
\$214.00 12x rate BW/ \$382 Color

**Full Page**  
10" x 14.875" (56 column inches)

\$479.00 one time BW/ \$1095 Color  
\$437.00 6x rate BW/ \$885 Color  
\$395.00 12x rate BW/ \$731 Color

**Color pages may be limited to availability**

**Business Card Ad**  
3.25" x 2"

\$29 1x BW / \$62 for full color  
\$27 6x / \$51 for full color5  
\$25 12x / \$43 for full color

**Classified Ads:** \$9 for 40 words

**Online Ads:** Banner ads can be placed on our website for a two-week period for \$20. Ads are 728 pixels wide x 90 pixels high.

**Facebook Ads:** Display ads that appear in the print edition can be placed on the Gorham Times Facebook page the week following publication for an additional \$10 charge.

*All rates and terms are subject to change*