

Web Rates

BELLINGHAM BULLETIN • 36 Rakeville Circle • Bellingham, Massachusetts 02019
508-883-3252 • email@BellinghamBulletin.com • www.BellinghamBulletin.com



WEBSITE ADVERTISING

BANNER ADS				
	SIZE	1 MONTH	3+ MONTHS	1 YR. (Prepaid*)
PUSHDOWN AD	970 x 66 px	\$125	\$95/mo.	\$1,083
SIDEBAR AD	300 x 250 px	\$150	\$115/mo.	\$1,311
WIDE SKYSCRAPER AD*	160 x 600 px	\$100	\$85/mo.	\$969
INLINE AD	628 x 60 px	\$75	\$55/mo.	\$627
BUSINESS SNAPSHOT AD	300 x 125 px	\$40	\$25/mo.	\$285
NEWSLETTER AD/SPONSORSHIP— <i>Coming Soon!</i>	VARIABLE	\$95	\$80/mo.	\$925
<i>Ask about having YOUR Facebook posts display on our site—they'll update hourly!</i>				

*Appears on Business Directory & Calendar pgs. only.

ALA CARTE PRICING

RUN a website ad along with a print ad and get *10% OFF THE COST OF THE WEBSITE AD!*

ADVERTORIAL — BECOME THE LOCAL EXPERT!

You can become a local expert in your field by writing informative articles, called Advertorials, in your area of expertise—written *by* you, not *about* you. For example, a real estate agent or interior decorator may write about staging a house to expedite its sale, or a landscaper may recommend plants that require less watering.

For a one-time fee *based on the length*, your article will appear on our website, www.BellinghamBulletin.com where it will remain *forever*. When someone searches for information on that topic, your article will come up in search engine results, positioning you as *the* local expert.

MINIMUM CHARGE: (You write & submit article).....\$75 *or* We'll research & write it for you.....\$195

FEATURED EVENT PACKAGE

Do you have a special event coming up, such as an grand opening, an open house, a sidewalk or clearance sale, etc? This package includes your submitted event announcement published in print & online, a calendar listing (free) linked to your business directory listing and a Facebook push/reminder immediately prior to the event.

FEATURED EVENT: (your submitted announcement, calendar listing linked to bus. listing, FB reminder.....\$150

COVERED EVENT: (we write announcement, cal. listing w/link to biz. directory, and FB reminder; we cover the event, take photos, write & publish article & photo(s) both in print and online.....\$395



SELF-SERVICE DIGITAL LISTINGS

LISTING IN:	EXPRESS	ENHANCED	PREMIUM
DIGITAL BUSINESS DIRECTORY	FREE	\$14.99/mo.*	\$24.99/mo.*
EVENT CALENDAR*	FREE	N/A	N/A

*per listing

How does the Digital Business Directory listing work? Simply go to www.BellinghamBulletin.com and click on "Directory." Enter/search for your business listing and **claim it**; then you can add/change information, upload your logo, collect reviews, etc. (Once you claim your listing it becomes an "Express" [free] listing and you are the only one who can make changes to it.)

Optional upgraded listings (i.e., "Enhanced" or "Premium") allow you to do even more, such as post photos & videos, share only 4- & 5-star reviews, auto-share reviews on Facebook®, and much more—*essentially it's a mini-website!*

AND ABOUT THAT WEBSITE...

Having a Facebook® page is great, but the primary source of information for any business is still the company's website.

If you don't yet have a website or you're not happy with the one you have, call us for information on

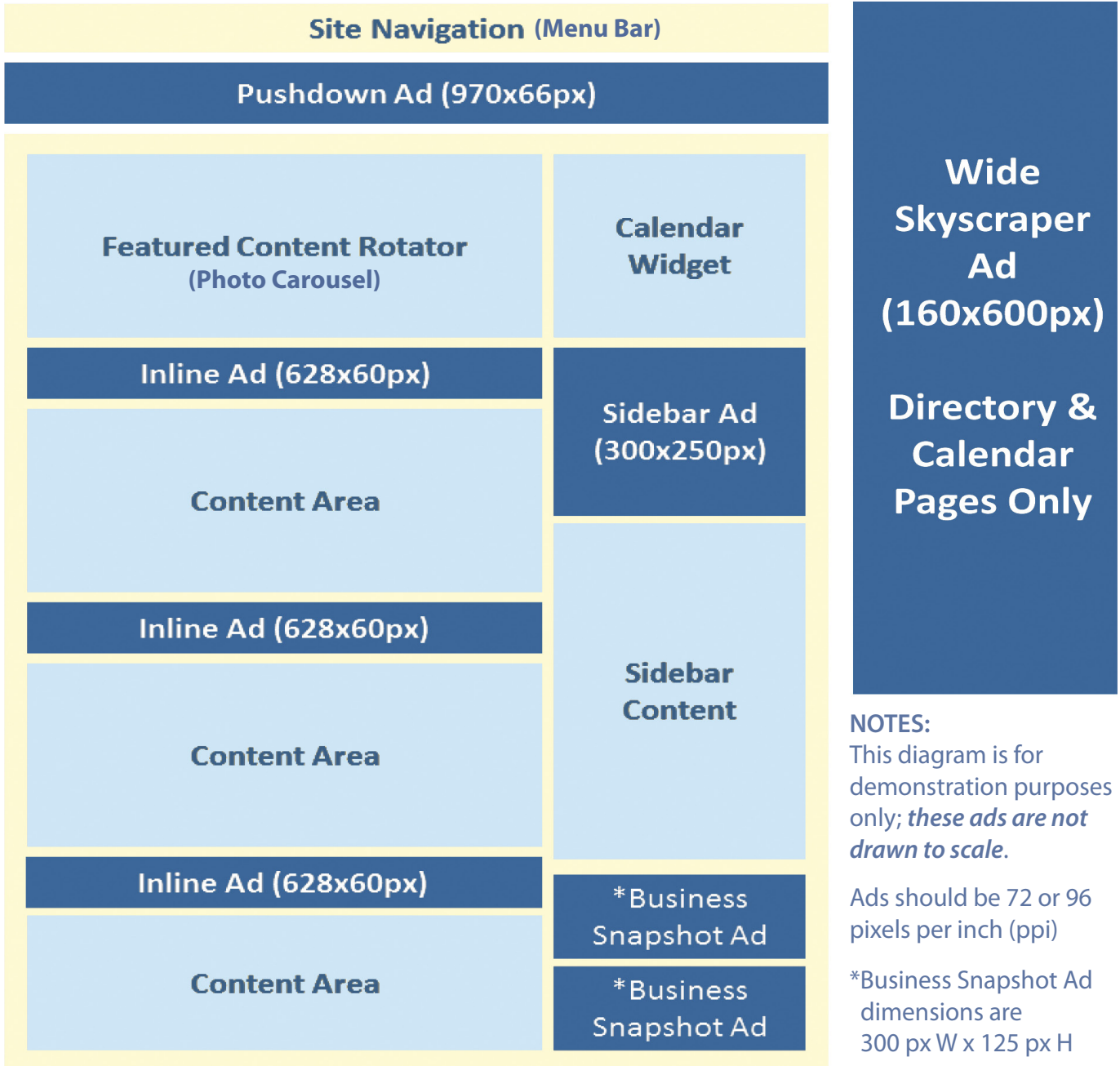
Locable's state-of-the-art **IMPACT MARKETING SUITE.**

Web Sizes

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