

Print Rates

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

Effective 01/2016



PRINT ADVERTISING

OUR CIRCULATION IS 8,500

(7,000 are direct-mailed to all homes & businesses; the balance are left at high-traffic distribution locations in Bellingham and the surrounding towns).

AD DEADLINE is the 15th of the month for following month's print edition (i.e., Jan. 15 deadline for Feb. 1st issue).

If the 15th falls on the weekend, the deadline is moved ahead to the Friday preceding the 15th.

We're happy to help you choose the best advertising solution for your business!

For more info or to discuss your advertising needs and options, contact Advertising Sales Manager Cyndy Rogers (CyndyRogers@charter.net or 508-529-4437), or the Bellingham Bulletin office (email@BellinghamBulletin.com or 508-883-3252).

AD SIZE*	BLACK & WHITE		COLOR	
	1 ISSUE	3+ ISSUES	1 ISSUE	3+ ISSUES
BUSINESS CARD	\$66	\$50 /ea.	\$127	\$100 /ea.
1/9-PAGE	\$100	\$81 /ea.	\$178	\$152 /ea.
1/6-PAGE	\$131	\$111 /ea.	\$208	\$178 /ea.
1/4-PAGE	\$218	\$192 /ea.	\$289	\$254 /ea.
1/2-PAGE	\$360	\$330 /ea.	\$431	\$405 /ea.
FULL PAGE	\$766	\$711 /ea.	\$853	\$792 /ea.
FRONT PAGE	N/A	N/A	\$300	\$275 /ea.

***If you don't see your ad size here, call us for pricing**

All prices are subject to change.

NOTES: Front page ads in color only, sold first-come first-serve. We do our best to satisfy placement requests, but for *guaranteed* placement, add 15% surcharge.



BUSINESS SPOTLIGHT PACKAGE

One of our writers will go to your business to interview you & take photographs, then write an article that portrays your business in the best possible way. Package includes a feature article and photo plus a 1/4-page ad. We even throw in a framed copy of the article, and feature your spotlight for one week in a prominent spot on our website homepage for one week, along with a Facebook share. Ask anyone on whom we have done a business feature and they'll tell you—they got *great results!*

Business Package:	In One Issue	w/2+ Subsequent Ads
B&W	\$375	\$350
COLOR	\$431	\$395

WE'LL EVEN SWEETEN THE DEAL—We'll post your business feature article as an advertorial at our website *forever*, with a link to your business listing (Basic/Express listing is *free*) in our online business directory.

INSERTS — We do the mailing—you save time & money!



Insert your promotional piece into an issue of the Bellingham Bulletin and you'll be delivered into every home and business in town for thousands less than you could mail them yourself. If you need help, we can design and coordinate the printing of your inserts. (Call 508-883-3252 for design & printing pricing.)

NOTE: Following prices are for insertion only and do NOT include design or printing. Pricing is based on 8-1/2" x 11" flyer on 20# offset.

8,700 inserts @ \$53.50/K	\$455.00
7,000 inserts @ \$54/K (mailed copies only).....	\$375.00
By postal route	\$56/K

NOTE: Inserts should be marked "FOR BELLINGHAM BULLETIN" and delivered* to:

Att: Jordan Prickett,
Daily Hampshire Gazette
115 Conz Street,
Northampton, MA 01060

OR... for your convenience, our printer will pick up your inserts from the Bellingham Bulletin office; their pickup fee is \$30.

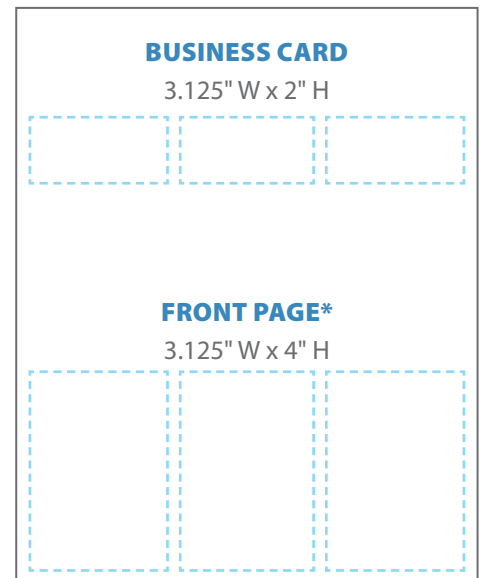
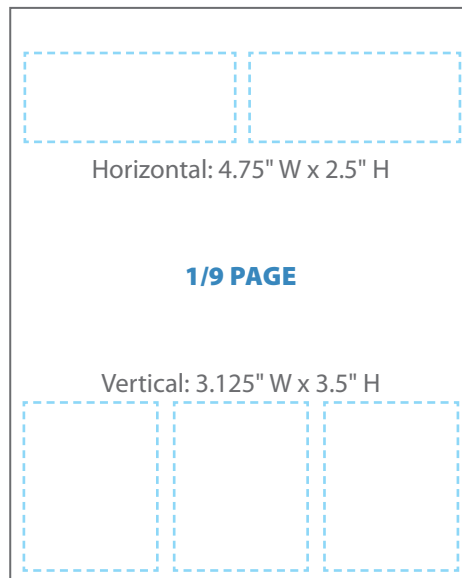
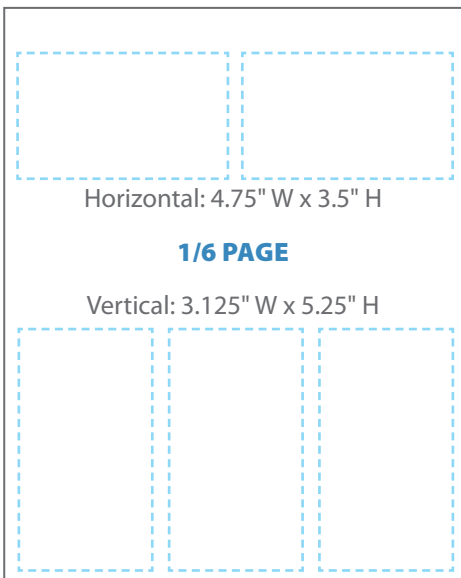
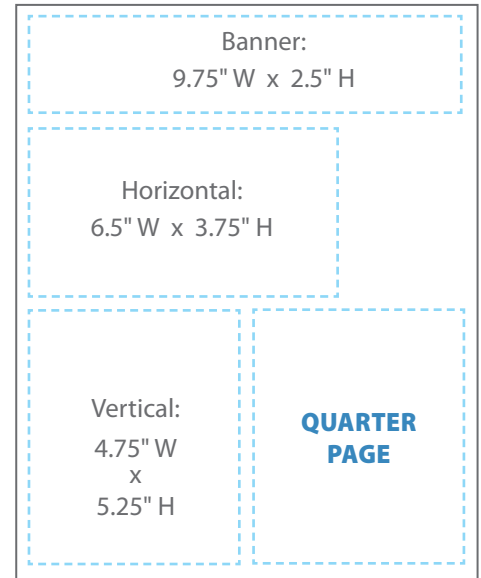
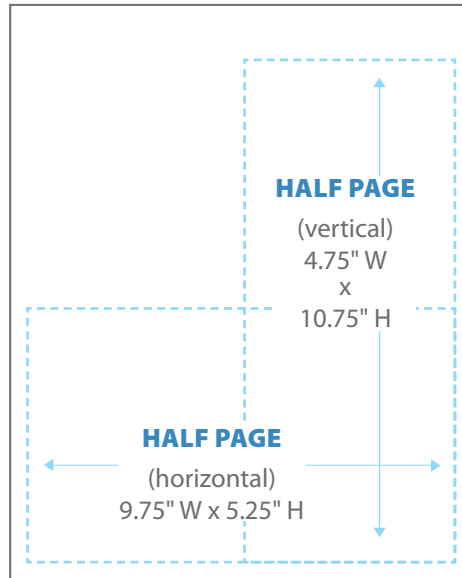


Print Sizes

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STANDARD AD SIZES

Finished size of paper is 11"W. x 12"H.



NOTES:

- We're flexible—non-standard ad sizes are acceptable and will be resized proportionally to fit into our column widths.
- Camera-ready ads must be submitted in either PDF, JPG or EPS format with ALL fonts embedded, and **saved as CMYK**. Ad copy sent in word-processed (.doc) files should have any images/logos attached as **separate** JPG files. (Please do **NOT** embed artwork in the text document).
- Photo JPGs should be at least 180 ppi at final print size. (If photo is oversized, we can increase resolution when reducing size; in this case, lower resolution is acceptable. Small 72 ppi photos (pulled from a website, for example) are **NOT** acceptable for print. (*The Bellingham Bulletin* is not responsible for the print quality of low-resolution photos or artwork.)
- Line art (anything that's not a photo—logos, drawings, etc.) should be at least 300 dpi and saved in JPG, TIF or EPS format.

PLEASE NOTE: We cannot accept MS® Publisher® (.pub) or PowerPoint® (.ppt) files.

* Color ads only on front page.



FOR MORE INFORMATION, CONTACT
Cyndy Rogers, Advertising Sales Manager
508-529-4437 or CyndyRogers@charter.net

OR *The Bellingham Bulletin*
508-883-3252 or
email@BellinghamBulletin.com