



Bellingham BULLETIN

www.BellinghamBulletin.com

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ALL ABOUT INSERTS

There are two separate costs related to doing inserts in the *Bellingham Bulletin*: **PRINTING** and **INSERTION & MAILING**. You may have the inserts designed and printed yourself, or we will handle either or both of those tasks for you (additional charges apply for design services). To insert into the entire (8,500) press run (both mailed & distribution copies), the quantity needed is 8,600; to insert into just the mailed copies, the quantity needed is 7,500 (both of these quantities include 10% machine insertion waste factor). Printing cost depends upon variables such as color, gloss or non-gloss paper; print on one side or two; ink colors (4-color or black & white), and quantity (8,600 or 7,500).

PRINTING

COLOR

Quantity: 8,600 (Full run, incl. mailed & distr. copies; price includes 4-color printing on 70# glossy paper and 10% machine insertion waste factor)

Printed **1 side**:.....\$769.00 Printed **2 sides**:.....\$899.00

Quantity: 7,500 (Mailed copies only; price includes 4-color printing on 70# glossy stock and 10% machine insertion waste factor)

Printed **1 side**:.....\$679.00 Printed **2 sides**:.....\$786.00

BLACK & WHITE

Quantity: 8,500 (Full run, incl. mailed & distr. copies; price includes 70# white or colored non-gloss paper and 10% machine insertion waste factor)

Printed **1 side**:.....\$369.00 Printed **2 sides**:.....\$425.00

Quantity: 7,500 (Mailed copies only; price includes 70# white or colored non-gloss/plain paper and 10% machine insertion waste factor)

Printed **1 side**:.....\$349.00 Printed **2 sides**:.....\$399.00

INSERTION & MAILING ONLY

Qty. 8,600 (entire run, \$54/K):\$459.00

Qty. 7,500 (mailed only, \$54/K):\$405.00

SHIPPING

If inserts are printed elsewhere, they should be shipped to:

Attn: **CECILE YOUNANS/BELLINGHAM BULLETIN**
Daily Hampshire Gazette
115 Conz St., Northampton, MA 01060

OR our printer will pick up printed inserts from *Bellingham Bulletin* office for their pick-up fee of \$40.



TOTAL COST FOR INSERTS:

Add the **PRINTING** plus **INSERTION MAILING** cost together to determine the total cost of the inserts. For example, price for 8,500 qty. (full run) 4-color inserts, printed on **one** side on glossy paper **and** mailed, is \$1,224 (not including any optional design fee or pick-up fee). For 7,500 qty. printed black & white on **one** side of plain paper **and** mailed is only \$749. When you compare this cost to the cost of first-class postage alone shown below, you see the substantial savings of doing inserts over direct mail.

COMPARE WITH COST OF DIRECT MAIL:

Save \$3,795!

Cost for 8,500 pcs. (1 oz.) at \$0.55 ea. is **\$4,675**; Cost for **8,600 pcs. printed & inserted In the Bulletin ONLY \$1224!**

*You can easily see that inserts in the **Bellingham Bulletin** are the least expensive, most effective way to get your message delivered into every home & business in Bellingham.*

For more information, contact Advertising Sales Mgr. Cyndy Rogers (**CyndyRogers@charter.net** or **508-259-4631**); **OR** the *Bulletin* office: (**508-883-3252** or **email@BellinghamBulletin.com**).