



WEBSITE ADVERTISING

BANNER ADS

	SIZE	1 MONTH	3+ MONTHS	PREPAY 1 YR. & SAVE MORE
PUSHDOWN AD	970 x 66 px	\$100	\$75/mo.	\$800
SIDEBAR AD	300 x 250 px	\$150	\$120/mo.	\$1,000
WIDE SKYSCRAPER AD	160 x 600 px	\$155	\$130/mo.	\$1400
INLINE AD	628 x 60 px	\$50	\$40/mo.	\$400
BUSINESS SNAPSHOT AD	300 x 125 px	\$50	\$40/mo.	\$400
NEWSLETTER AD/SPONSORSHIP— <i>Coming Soon!</i>	VARIABLE	\$75	\$60/mo.	\$540

SELF-SERVICE DIGITAL BUSINESS DIRECTORY LISTINGS

LISTING IN:	EXPRESS	ENHANCED	FEATURED
DIGITAL BUSINESS DIRECTORY (<i>per listing</i>)	FREE	\$15/mo.*	\$20/mo.*
EVENT CALENDAR*	FREE	\$15/mo.	\$20/event



*prepay for one year (\$216) and SAVE 10%!

How does the Digital Business Directory listing work? Simply go to www.BellinghamBulletin.com and click on "Directory." Create a new listing (it's **FREE**) and enter your information, then "claim" it. If your listing is already there, verify that it's correct and claim it. Once you claim your listing it becomes an "EXPRESS" listing; then you can add/change information, upload your logo, collect reviews, etc.

Optional upgraded listings (i.e., "ENHANCED" or "FEATURED") 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!**

ADVERTORIAL — BECOME THE LOCAL EXPERT!

Become a local expert in your field by writing informative articles, or Advertorials, in your area of expertise (written **by** you, not **about** you). For a one-time fee, your article will appear on our website, www.BellinghamBulletin.com where it will remain **forever, linked to your Business Directory Listing** (helping improve your position in search engine results). It will be **promoted for one week** in the home-page carousel and **shared** on the *Bulletin* Facebook page. When someone searches for information on that topic, **YOUR** article and Directory Listing will appear in search engine results, positioning you as **the local expert**.

ONLINE ONLY: \$95 **with PRINT AD**..... \$75

FEATURED EVENT PACKAGE

Promote your special event (grand opening, open house, sidewalk or clearance sale, etc). Includes your submitted event announcement published in print & online, a calendar listing (free) linked to your business directory listing and a reminder on the Bulletin Facebook page immediately prior to the event.

FEATURED EVENT: *Submitted* announcement online & in print, featured calendar event linked to business listing, and FB reminder\$50 (For an additional \$25, we will write the announcement for you; total price \$75.)

COVERED EVENT: *We write the Announcement*, calendar listing w/link to business listing, and FB reminder; PLUS we cover the event, take photos, write & publish article & photo(s) both in print and online *where it's promoted on our home-page carousel for one week!*.....\$395

COMMUNITY SPONSORSHIP

Don't really need to advertise but want to stay connected? As a COMMUNITY SPONSOR, your logo will appear on our home page, and printed on page 2, identifying your company as one who cares about the community, especially those on fixed incomes who rely on the *Bellingham Bulletin* for news!

COMMUNITY SPONSORSHIP \$75/mo. **Prepay annually, save 10%! (only \$810)**

ABOUT THAT WEBSITE...

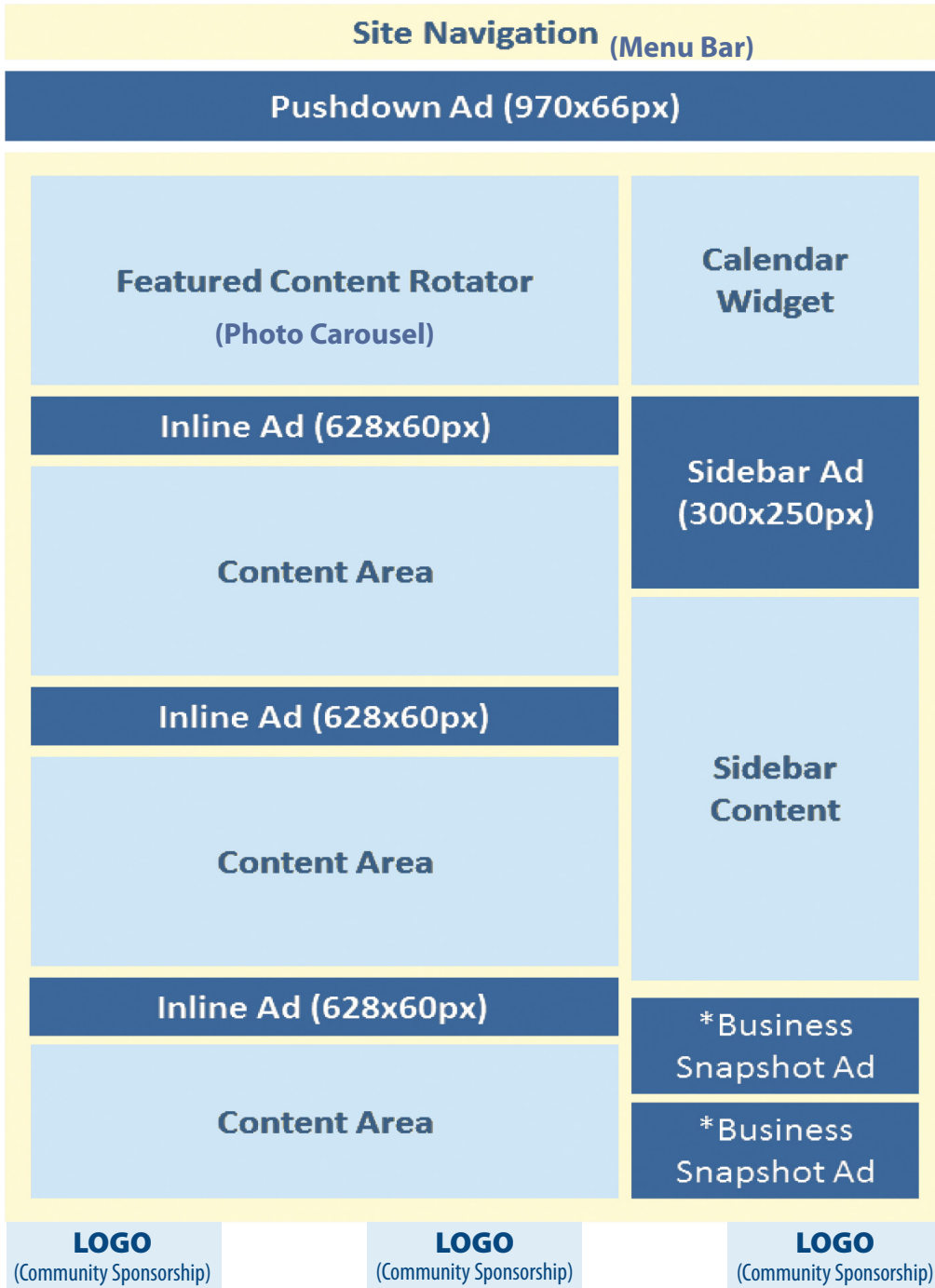
Having a Facebook® page is great, but the primary source of information for any business is still its website. If you don't yet have a website or you're not happy with the one you have, call us. You can get a state-of-the-art website for as little as **\$375** and \$30/mo, or \$300/yr. For more info, call 508-883-3252.

Web Sizes

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



Bellingham BULLETIN



Wide Skyscraper Ad (160x600px)

Directory & Calendar Pages Only

NOTES:
This diagram is for demonstration purposes only; *these ads are not drawn to scale.*

Ads should be 72 or 96 pixels per inch (ppi)

*Business Snapshot Ad dimensions are 300 px W x 125 px H

For more information, contact Advertising Sales Mgr. Cyndy Rogers (CyndyRogers@charter.net or 508-529-4437);
OR the Bellingham Bulletin office: (508-883-3252 or email@BellinghamBulletin.com).