

# 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

(7,100+ are direct-mailed to all homes & businesses; the balance are left at high-traffic distribution locations in Bellingham and the surrounding towns).

**AD DEADLINE** for the print edition is the 15<sup>th</sup> of the preceding month (i.e., Jan. 15 deadline for Feb. 1st issue).

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

**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](mailto:CyndyRogers@charter.net) or 508-529-4437), or the Bellingham Bulletin office ([email@BellinghamBulletin.com](mailto: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 & photo plus a 1/4-page ad. We also feature your spotlight 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. Ask about upgrading your listing for even more benefits.

### 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 (\$54/K).....	\$450.00
7,500 inserts (\$54/K) Mailed copies only .....	\$395.00
First-class postage for 8,500 pcs. is \$4,675!	

**NOTE:** If YOU have the inserts printed, they should be delivered to: **GDI, 100 Mayflower Drive, Hanover, MA 02339.**

(Each box should be labeled "Bellingham Bulletin" as well as the issue/insertion date.)

You may also deliver them to: **Bellingham Bulletin, 36 Rakeville Circle, Bellingham, MA 02019** for pickup by GDI; however, there is a pickup surcharge of \$40.



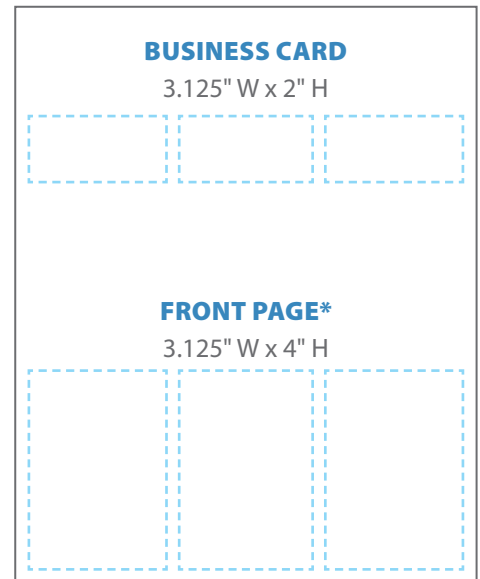
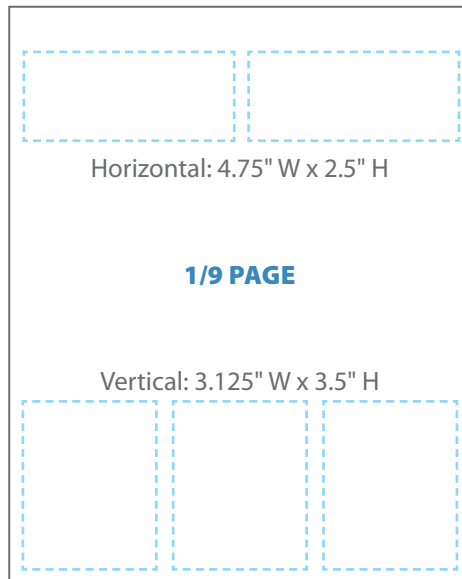
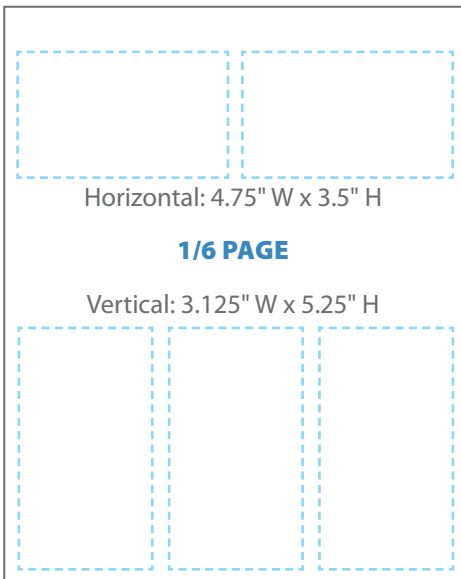
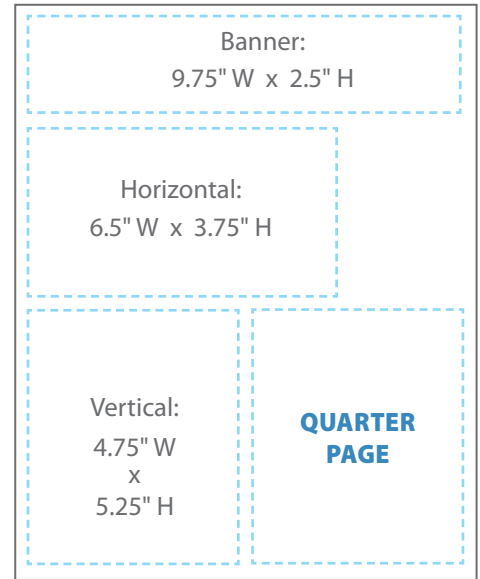
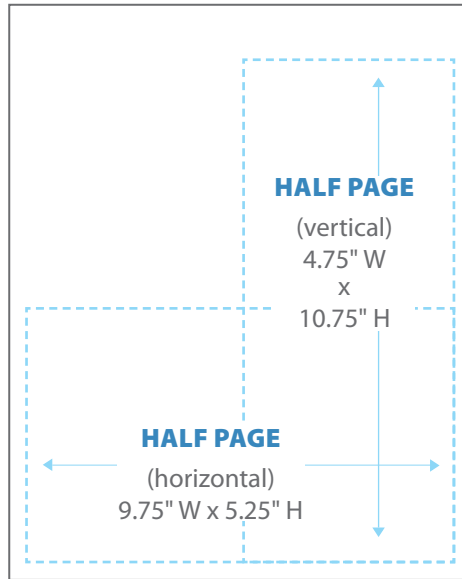
**If GDI prints your inserts, you'll save shipping charges—call for pricing!**

# 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 *may* be resized proportionally to fit into our column widths.
- Camera-ready ads must be submitted as a PDF file with ALL fonts & hyperlinks embedded, and **saved as CMYK**. Ad copy sent in document files (such as Word) should have any images/logos attached as **separate** JPG files. (Please do **NOT** embed artwork in a text document).
- Photo JPGs should be 300 ppi at final print size. (If photo is oversized, resolution may be increased when reducing size, so lower resolution is acceptable.) Small (72 ppi) photos, such as those 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, PNG or TIF format.

\* Color ads only on front page.

PLEASE NOTE: We cannot work with MS® Publisher® (.pub) or PowerPoint® (.ppt) files; PDF files only please.



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