

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 is 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, however, the deadline is moved ahead to the Friday before the 15th.

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

For more information 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	\$264 /ea.

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.

All prices are subject to change.

GREAT VALUE!

BUSINESS FEATURE PACKAGE

One of our staff writers will go to your place of business to interview you and take photographs, then write an article that portrays your business in the best possible way. Package includes a feature article and photo(s) plus a 1/4-page ad. Ask anyone who we have done a business feature on and they'll tell you—they got great results!

Business Package:	In One Issue	w/2+ Subsequent Ads
In B&W	\$360	\$330
In COLOR	\$431	\$381

WE'LL EVEN SWEETEN THE DEAL—We'll post your business feature article as an Advertorial at our website forever for a one-time fee of just **\$55!**

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

GREAT VALUE!

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.

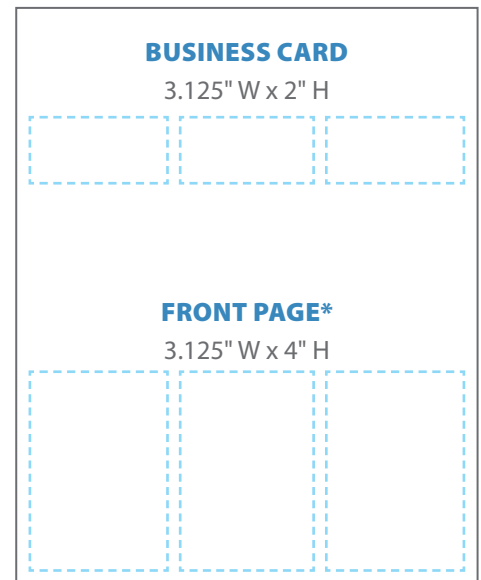
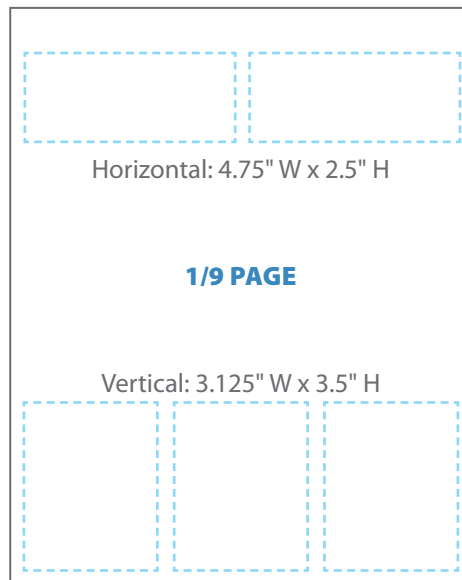
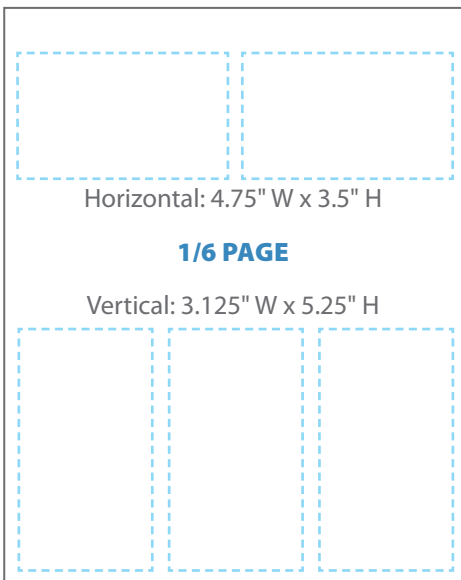
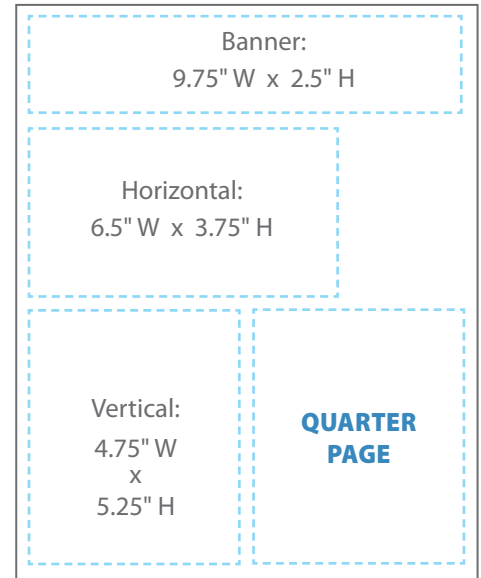
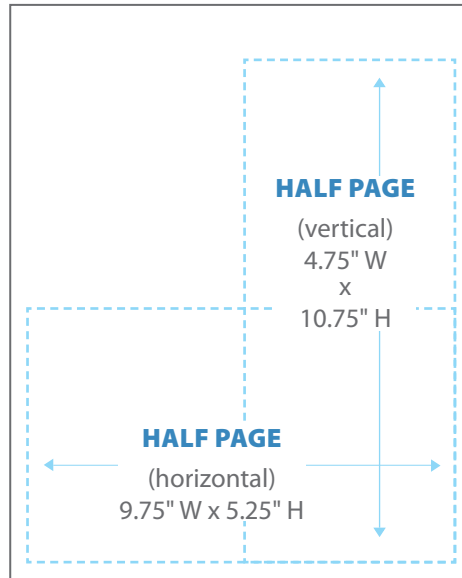
Inserts
SAVE you
over \$3,000
vs. First-Class
Postage!

Print Sizes

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STANDARD AD SIZES

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



* Color ads only on front page.

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.



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

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email@BellinghamBulletin.com