

General Information

Mailing Address:

Community Bulletin
PO Box 12797
Green Bay, WI 54307-2797

Marketing Manager: Bob Strazishar

Phone: 920.655.8278

e-mail: info@communitybulletin.org

website: www.communitybulletin.org

Circulation

The Community Bulletin is published 12 times per year. It is distributed by US Mail with a regular circulation of over 15,000 covering homes and businesses in Howard and Suamico.

Ad Submission

The preferred method of ad submission is via the internet to info@communitybulletin.org. Please include "Community Bulletin Ad" in the subject line.

Ads can be mailed to **The Community Bulletin, PO Box 12797, Green Bay, WI 54307-2797.**

Ads that are sent digitally should be in an Adobe Acrobat™ PDF (Portable Document Format) file format. Ads should be processed using Adobe Acrobat™. All digital color ads must be CMYK compliant and all black and white ads should be in grayscale (no color).

However, ads sent via the internet in files such as MS Publisher™ or MS Word™ should also be provided in a printed format to verify design.

All ad costs listed are based on submitted ads "ready to print". Ads requiring design work or other modifications may incur additional charges and billed separately.

Visit www.hsbpa.org/community-bulletin/advertising for additional information on special promotions, publication dates and advertising deadlines.

Front Page Ads

Two forms of front page advertising are available.

A **Top Leaderboard Ad** is positioned at the top of the page and a **Bottom Billboard Ad** positioned at the bottom of the page. These are full color ads.

Please call for availability or to reserve a position for a given month. Space reservations can be made up to one year in advance. Frequency limitations apply.

The specific dimensions and costs are listed below.



Top Leaderboard(10 3/8"w x 1 1/2"h) \$335.50
Bottom Billboard(6 7/8"w x 2"h) \$265.00

Rates

<u>Total column inches</u>	<u>Regular rate per column inch</u>	<u>Full Color rate per column inch</u>
1 - 11	\$11.90	\$15.47
12 - 23	\$11.10	\$14.43
24 - 47	\$8.50	\$11.05
48 - 95	\$6.80	\$8.84
96+	\$6.30	\$8.19

Page depth is 16". Ads are measured in 1/4" increments. Minimum size ad is 2 column inches.

<u>Standard Ad Type</u>	<u>Ad Dimensions</u>	<u>Regular Ad Cost</u>	<u>Full Color Ad Cost</u>
Business Card	(3 3/8"w x 2"h)	\$.47.60	\$.61.88
Eighth Page	(5 1/8"w x 4"h)	\$133.20	\$173.16
Quarter Page	(5 1/8w x 8h)	\$204.00	\$265.20
Half Page	(10 3/8"w x 8"h)	\$326.40	\$424.32
Full Page	(10 3/8"w x 16"h)	\$604.80	\$786.24
"At Your Service"			
Business Card	(3 3/8"w x 2"h)	\$.40.00	n/a

Mechanical Requirements

Display Advertising Widths

<u>Columns</u>	<u>Inches</u>
1	1 5/8
2	3 3/8
3	5 1/8
4	6 7/8
5	8 5/8
6	10 3/8

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Free Standing Inserts

The Community Bulletin can distribute your sales flyers and other printed material more cost effectively than mailing them independently. Full or zoned distribution is available.

<u>Distribution</u>	<u>Cost per insert</u>
Full*	.35¢ each
Zoned	.40¢ each

*Howard, Suamico, Little Suamico and Sobieski circulation of 15,195.

Maximum size: 8 1/2" x 11". Insert prices are based on material up to a 4 tab insert. Larger pieces and non-traditional sizes may require an additional surcharge.

Delivery of inserts: Inserts must be received no later than 7 days prior to the publication date. Packages should be labeled:

Community Bulletin
Insertion Date: MM/YYYY

All packages must be delivered to:

Christensen Printing & Publishing, LLC
1211 E Richmond St
Shawano, WI 54166