

## 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 current circulation of 15,450 covering homes and businesses in Howard and Suamico.

## Ad Submission

All ads to be placed in **The Community Bulletin** should be emailed to info@communitybulletin.org. Please include "Community Bulletin Ad" in the subject line.

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).

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](http://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 .....(10.375"w x 1.5"h) ..... \$335.50  
Bottom Billboard .....(6.875"w x 2"h) ..... \$265.00



## Mechanical Requirements

### Display Advertising Column Widths

Columns	Column Width
1	1.625"
2	3.375"
3	5.125"
4	6.875"
5	8.625"
6	10.375"

Maximum ad height is 16". Minimum size ad is 2 column inches.

## Rates

Standard Ad Type	Ad Dimensions	Regular Ad Cost	Full Color Ad Cost
Business Card Ad	(3.375"w x 2"h)	\$47.60	\$61.88
1/12 Page Ad	(5.125"w x 2.625"h)	\$76.80	\$99.84
1/8 Page Ad	(5.125"w x 4"h)	\$108.00	\$140.40
1/4 Page Ad	(5.125"w x 8h)	\$204.00	\$265.20
1/2 Page Ad	(10 3/8"w x 8"h)	\$326.40	\$424.32
3/4 Page Ad	(10.375"w x 12"h)	\$475.20	\$617.76
Full Page Ad	(10.375"w x 16"h)	\$604.80	\$786.24

Total Column Inches	Regular Rate Per Column Inch	Full Color Rate Per Column Inch
1 - 7	\$11.90	\$15.47
8 - 11	\$9.60	\$12.48
12 - 23	\$9.00	\$11.70
24 - 35	\$8.50	\$11.05
36 - 47	\$7.50	\$9.75
48 - 71	\$6.80	\$8.84
72 - 95	\$6.60	\$8.58
96+	\$6.30	\$8.19

## 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.

Distribution	Cost per insert
Full Distribution*	3.5¢ each
Partial Distribution	4.0¢ each

\*Full circulation in all Howard and Suamico postal routes is 15,450.

**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