

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 approximately 15,000 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.

Ads that are sent digitally should be in an Adobe Acrobat™ PDF (Portable Document Format) file format. 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 for additional information on special promotions, publication dates and advertising deadlines.

Premium Ad Placements



The Community Bulletin offers three types of premium ad placements.

A **Top Leaderboard Ad** is positioned at the top of the page and a **Bottom Billboard Ad** positioned at the bottom of the page. **Business Directory Sponsorship** is placed at the top of the HSBPA Business Directory on the back 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 may apply.

Front Page Top Leaderboard	(10.375" w x 1.5" h)	\$365.00
Front Page Bottom Billboard	(6.875" w x 2" h)	\$285.00
Business Directory Sponsorship	(6.875" w x 2" h)	\$195.00

Mechanical Requirements

Display Advertising Column Widths

<u>Columns</u>	<u>Column Width</u>
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

<u>Standard Ad Type</u>	<u>Ad Dimensions</u>	<u>Regular Ad Cost</u>	<u>Full Color Ad Cost</u>
Business Card Ad	(3.375" w x 2" h) \$50.00 \$65.00
1/12 Page Ad	(5.125" w x 2.625" h) \$80.80 \$105.04
1/8 Page Ad	(5.125" w x 4" h) \$112.80 \$146.64
1/4 Page Ad	(5.125" w x 8" h) \$213.60 \$277.68
3/8 Page Ad	(5.125" w x 12" h) \$284.40 \$369.72
1/2 Page Ad	(10 3/8" w x 8" h) \$340.80 \$443.04
3/4 Page Ad	(10.375" w x 12" h) \$496.80 \$645.84
Full Page Ad	(10.375" w x 16" h) \$633.60 \$823.68

<u>Total Column Inches</u>	<u>Regular Rate Per Column Inch</u>	<u>Full Color Rate Per Column Inch</u>
1 - 7	\$12.50	\$16.25
8 - 11	\$10.10	\$13.13
12 - 23	\$9.40	\$12.22
24 - 35	\$8.90	\$11.57
36 - 47	\$7.90	\$10.27
48 - 71	\$7.10	\$9.23
72 - 95	\$6.90	\$8.97
96+	\$6.60	\$8.58

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 Distribution* 3.5¢ each
Partial Distribution 4.0¢ each

*Full circulation in all Howard and Suamico postal routes approximately 15,000.

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