

General Information

Mailing Address:

PO Box 12797, Green Bay, WI 54307-2797

Marketing Manager: Bob Strazishar

Phone: 920.655.8278

Fax: 920.434.7704

e-mail: bob@dcgrafx.com

website: www.hsbpa.org

Circulation

The **Community Bulletin** is published on the first Monday of every month. It is distributed by US Mail with a regular circulation of 12,652 covering Howard and Suamico. Periodically, the paper will do an expanded coverage mailing to Abrams and Little Suamico. In those months, the circulation is 14,801.

Ad Submission

The preferred method of ad submission is via the internet to bob@dcgrafx.com.

Ads can be also be mailed to **The Community Bulletin** or placed in an envelope marked "Community Bulletin" and hand delivered to CVS/pharmacy, 2400 Velp Avenue, Howard.

Ads that are sent digitally should be in an Adobe Acrobat™ PDF (Portable Document Format) file format. Ads should be processed using Acrobat™ Distiller. 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.

The ad deadline is 13 days prior to the publication date. With prior arrangements, ads can be received as late as 10 days prior to the publication date.

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) \$245.00
 Bottom Billboard(6 7/8"w x 2"h) \$195.00

Rates

Total column inches	Regular	Full Color
	rate per column inch	rate per column inch
1 - 11	\$.860	\$.10.75
12 - 23	\$.7.90	\$.9.875
24 - 47	\$.6.00	\$.7.50
48 - 95	\$.4.55	\$.5.6875
96+	\$.4.25	\$.5.3125

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

Standard Ad Type	Ad Dimensions	Regular	Full Color
		Ad Cost	Ad Cost
Business Card	(3 3/8"w x 2"h)	\$.34.40	\$.43.00
Eighth Page	(5 1/8"w x 4"h)	\$.94.80	\$.118.50
Quarter Page	(5 1/8w x 8h)	\$.144.00	\$.180.00
Half Page	(10 3/8"w x 8"h)	\$.218.40	\$.273.00
Full Page	(10 3/8"w x 16"h)	\$.408.00	\$.510.00

"At Your Service"

Business Card(3 3/8"w x 2"h) \$30.00 n/a

Mechanical Requirements

Display Advertising Widths

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

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

Pre-printed Inserts

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

Distribution	Cost per insert
Full*	.3¢ each
Partial	.4¢ each

*Full Distribution is based on the Howard-Suamico circulation only.

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 the last Monday of the month prior to the publication date. Packages should be labeled:

Community Bulletin
Insertion Date: MM/YYYY

All packages must be delivered to:

Metro Printing & Publishing
1900 Crooks Avenue
Kaukauna, WI 54130