

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 15,300, covering Howard, Suamico Abrams and Little Suamico. Periodically, the paper will do an expanded coverage mailing to Pulaski and Oneida. In those months, the circulation is 22,800.

Ad Submission

The preferred method of ad submission is via the internet to bob@dcgrafx.com. Please include "Community Bulletin Ad" in the subject line.

Ads can be also 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.

The ad deadline is 10 days prior to the publication date. With prior arrangements, ads can be received as late as 7 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) \$265.00
 Bottom Billboard(6 7/8" w x 2" h) \$195.00

Rates

<u>Total column inches</u>	<u>Regular rate per column inch</u>	<u>Full Color rate per column inch</u>
1 - 11	\$9.05	\$11.3125
12 - 23	\$8.30	\$10.375
24 - 47	\$6.30	\$7.875
48 - 95	\$4.80	\$6.00
96+	\$4.45	\$5.5625

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)	\$36.20	\$45.25
Eighth Page	(5 1/8" w x 4" h)	\$99.60	\$124.50
Quarter Page	(5 1/8" w x 8" h)	\$151.20	\$189.00
Half Page	(10 3/8" w x 8" h)	\$230.40	\$288.00
Full Page	(10 3/8" w x 16" h)	\$427.20	\$534.00

"At Your Service"

Business Card(3 3/8" w x 2" h) \$31.50 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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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.

<u>Distribution</u>	<u>Cost per insert</u>
Full*3¢ each
Partial4¢ 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:

Wolf River Media
1464 E Green Bay St
Shawano, WI 54166