

Haddam Bulletin RATE SHEET

For ad design, changes, technical questions or billing inquiries contact:

Ed Schwing—haddambulletin@comcast.net • 860-345-2730

Circulation

The Bulletin is published monthly and delivered free of charge to all households and P.O. boxes in Haddam, Higganum and Haddam Neck. Free copies are also available at the library, town hall, and various retail stores in town.

Advertising Rates

The Bulletin is funded by advertising revenue. Our advertisers are vital to the service we provide, and we appreciate your business. We consider support for small, local business part of our mission, which is why our rates are considerably lower than those of competing publications.

Display Advertising

Monthly Rate	Black & White	Black Plus Reflex Blue
Full page	\$330	\$350
Half Page	165	210
Quarter	85	100
Double	55	70
Single	27	35
Initial Set up	25	25

Non Profit Rates: 25% discounts on quarter, half and full page ads are available for civic/non-profit organizations serving the community.

Full Year Payment Discount:

10% with up-front payment for 12 months of consecutive advertising. Applies to all ad sizes.

Two Color Ads:

There are a limited number of spots for two-color ads which are filled on a first-come, first-served basis.

Payments: We expect up-front payment from all new advertisers. If you want to subsequently continue your ad, we can bill you but you always have the option of paying as you go.

As volunteers we can only provide four billing cycles during the year (Jan-Mar, Apr-Jun, Jul-Sept, Oct-Dec.) This helps us keep costs and advertising rates down. We understand that sometimes a late payment can occur due to oversight or error. However, we reserve the right to pull an ad if we don't receive a timely response to an invoice.

Proofs: If we create the ad or need to alter one submitted by you, we will provide a proof. It's the advertiser's responsibility to review proofs for errors and to approve or indicate corrections. We are not responsible for errors in advertisements provided camera ready by the advertiser or an agent, however, we will do our best to review submittals for typos or other obvious errors and alert the advertiser.

Deadline:

10th of previous month

Publication Date:

Approximately the first few days of each month. If you have timely info, remember to plan your advertising accordingly.

Ad Sizes

Full page	7.5" wide x 10" high
Half Page	7.5" wide x 5" high
Quarter	3.75" wide x 5" high
Double-Vertical	2.5" wide x 4" high
Double-Horizontal	5" wide x 2" high
Single	2.5" wide x 2" high

Ad Requirements

Electronic Files

We can accept the following:

- Adobe files (InDesign, Photoshop, Illustrator)
- PDFs (high resolution)
- Microsoft Word (not preferred, will require reworking or font substitution)

Publisher files cannot be accepted.

Hard Copy

Must be original or a crisp, clean reproduction, (line art only—no photos). If ad contains a photo, the original photo must be submitted separately. **No faxes or copies of copies.**

Important: If you create your own ad, please be sure to follow our size parameters (see above).

☛ If you need us to create an ad for you or have any questions about ad requirements: Phone: **860-345-2730**. Email: **HaddamBulletin@comcast.net**.

We reserve the right to change our policies at any time.