

# Advertising Rate Schedule

Effective March 1, 2013

Wayne E. Rivet, Editor/Publisher

Advertising: Eric C. Gulbrandsen

Ken Murphy

# THE BRIDGTON NEWS

Published by Bridgton News Corp.



118 Main Street P.O. Box 244 Bridgton, Maine 04009 www.bridgton.com

Published continuously since 1870 and the established newspaper of record for a 435-square-mile section of northern Cumberland and southern Oxford counties, including the key Sebago-Long Lake region. In addition to almost saturation coverage of its core circulation areas of Bridgton and nearby towns of Casco, Naples, Harrison and Fryeburg, The Bridgton News is available at newsstands from North Windham to North Conway, N.H. The market area of close to 35,000 persons is one of the most attractive recreation areas in the northeast. Well over a century of history assures your message is being seen by a dedicated readership.

Telephone:  
207-647-2851 or  
207-647-8166  
Fax:  
207-647-5001  
General Mailbox:  
bnews@roadrunner.com  
Advertising:  
bnewsads@roadrunner.com  
Editorial:  
bnewseditor@roadrunner.com  
Published Continuously  
Since 1870

## Publication

The Bridgton News is produced Wednesday afternoon, and where possible, newsstand copies are distributed directly afterward. Mailing is made early Thursday, which provides circulation that day in Bridgton, Casco, Denmark, Fryeburg, Harrison, Naples, Raymond, Sebago and Windham. Other area communities receive delivery on Friday. Average net paid circulation is 5,202. Average distribution is 5,244. (Oct. 11, 2012 Post Office Statement)

## Print Subscription Rates 4/1/13

	In-state (with tax)	Out-of-State
2 years	\$62.25	\$61.00
1 year	\$32.71	\$33.00
6 months	\$18.99	\$19.00

## Digital Subscription Rates (Online Only)

1 year \$28.95 6 months \$15.95 1 month \$3.75

## Advertising Deadlines

ALL display advertising is due by Friday at 4 p.m. for the following week's edition. Classified (line) ads are due by Monday at 5 p.m.

### Display Advertising

Classified Display.....	per column inch	\$6.50
Legal.....	per column inch	6.50
Local and National.....	per column inch	6.25
Contract 250 inches.....	per column inch	6.00
Contract 500 inches.....	per column inch	5.75
Contract 1000 inches.....	per column inch	5.50
Contract 1500 inches.....	per column inch	5.25
Contract 2500 inches.....	per column inch	5.00

(contracts run for 1 year)

All advertising is accepted for run of the paper (ROP), and page one is reserved for news copy. Minimum ad size is 2-column inches.

### Business Directory

Minimum 3-month insertion. Payable in advance.  
4 lines.....\$4.00 per week  
Each additional line.....\$1.00 per week  
Additions & changes made with the first issue of each month.

### Classified

Minimum charge, 1 insertion. Payable in advance.  
20 words.....\$3.50 per week  
\$.15 per word charged for each word in excess of 20. \$1.00 extra charge per week if billed.

### Special Editions

Our *Garden Scene* runs annually to get your business growing after a long winter. The annual *Summer Scene* section included in all July and August issues, capitalizes on the influx of summer visitors.

### Additional Charges

Spot Color and 4-Color Available  
On Request.....Call For Pricing  
Guaranteed Position.....30% premium  
Reverses.....are discouraged  
Inserts.....\$.60 per col. in. over 504 col. in. (\$300 min.)  
Website Advertising.....Call For Details

We reserve the right to edit or reject any advertisement for taste, quality of composition, or any other reason. We are members of the Maine Press Association and subscribe to their standards for acceptable advertising.

### Terms of Payment

Payment is due when the advertising is placed. Credit arrangements by approval. Visa, M/C, Discover, Debit cards accepted.

### Printing Specifications

The Bridgton News is produced on a Goss Community Offset Press. Page dimensions are six 9.75-pica columns (1 column = 1.625 inches) and column depth is 21 inches. When possible, the submission of completed layouts or camera ready material is appreciated. Composition is on a Macintosh platform. All electronic ads must be in PDF format. Minimum 300 dpi.

### Errors and Omissions

The Bridgton News assumes no financial responsibility for typographical errors or omissions, but will reprint that part of any advertisement in which a typographical error occurs.

Number of columns x height in inches x rate = Ad Cost

Actual 1-column size

Actual 2-column size

### Column Sizes

1 column = 1.625" 2 column = 3.375" 3 column = 5.125" 4 column = 6.875" 5 column = 8.625" 6 column = 10.375"