

Advertising Rate Schedule

Effective May 1, 2022

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*Published Continuously
Since 1870*

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: Bridgton, Casco, Naples, Harrison and Fryeburg. The Bridgton News is available at newsstands from North Windham to Conway, N.H.

Print Subscription Rates

	In-state (with tax)	Out-of-State
1 year	\$50.64	\$51.00
6 months	\$25.32	\$26.00

Print & Online Bundle Rates

	In-state (with tax)	Out-of-State
1 year	\$64.64	\$65.00
6 months	\$33.32	\$34.00

Digital Subscription

(Sign up Online *ONLY*)

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

Publication

The Bridgton News is printed Wednesday afternoon, and where possible, newsstand copies are distributed directly afterward. Mailing is made early Thursday, which may provide 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 3,310. (Oct. 1, 2021 Post Office Statement)

Advertising Deadlines

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

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.

To figure cost:

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

Example: 2 column x 2 inches x \$6.25 = \$25

(see actual measurements of column widths below)

Business Directory

3-month, 6-month or 1-year 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.

Additional Charges

Spot Color.....1-spot	\$25 / 2-spot \$50
4-Color.....	\$75
Guaranteed Position.....	30% premium
Reverses.....	are discouraged
Inserts.....	\$.60 per col. in. over 504 col. in. (\$300 min.)

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. Visa, M/C, Discover, Amex, Debit cards accepted. Credit arrangements by approval.

Printing Specifications

The Bridgton News is produced on a Goss Community Offset Press. Page dimensions are six columns (1 column = 1.5625 inches) and column depth is 20 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.

Column Sizes

Actual 1-column size

Actual 2-column size

1 column = 1.5625" 2 column = 3.25" 3 column = 4.9375" 4 column = 6.625" 5 column = 8.3125" 6 column = 10"