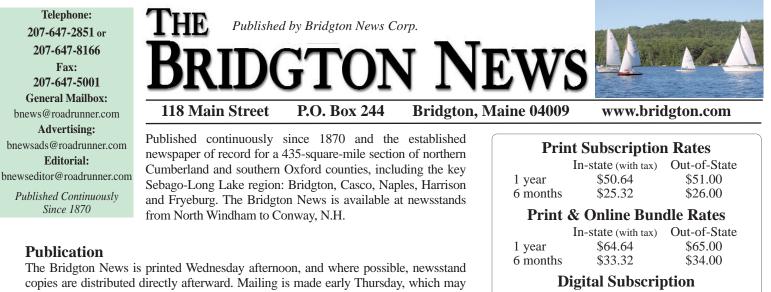
# Advertising Rate Schedule

Effective May 1, 2022



provide circulation that day in Bridgton, Casco, Denmark, Fryeburg, Harrison, Naples, (Sign up Online ONLY) Raymond, Sebago and Windham. Other area communities receive delivery on Friday. 1 year

\$28.95 6 months \$15.95

1 month \$3.75

### **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			

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

Average net paid circulation is 3,310. (Oct. 1, 2021 Post Office Statement)

# 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 inser	tion. 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	
Reverses	are discouraged
Inserts\$.60 per col. in. over	

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. Minmum 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.

Actual 2-column size

**Column Sizes** 1 column = 1.5625" Actual 1-column size

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