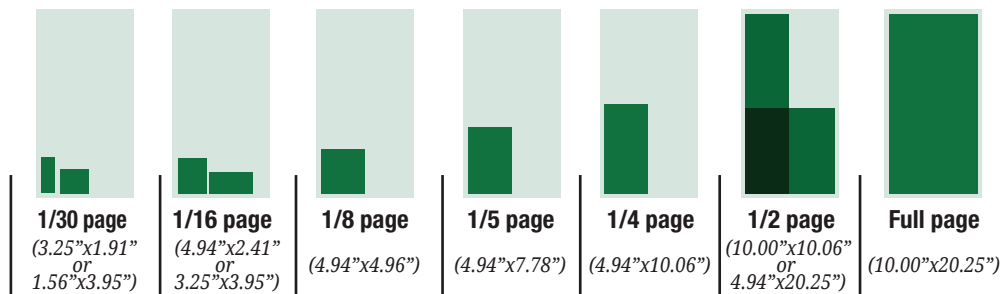


BDN 2023 AD SIZES

NEWSPRINT BDN AD SIZES



Color Charge	Design Fee
25% added to the cost of the ad (or \$700, whichever is less)	\$12.50 for 1/30-1/4 page ad sizes. \$25 for 1/2 and full page ads sizes.

	Premium Positions
	Size
	Front Page A1 (10.00"x2.5")
Section Front (10.00"x2.5")	

Double Truck
(21"x20.25")

Advertisement that stretches over two facing pages in the paper. Limited availability.

Volume Discounts	% Off
\$5,000 annual	5%
\$10,000 annual	10%
\$30,000 annual	12%
\$50,000 annual	15%
\$100,000 annual	21%
\$150,000 annual	27%

BDN E-EDITION SPONSORSHIP

With over 882,000 page views per month. The BDN E-Edition, which includes the entire newspaper as it appears in print + additional content available online, provides maximum exposure for it's sponsors.

STARTING AT	\$1,850/MONTH
3 MONTH COMMITMENT	\$1,600/MONTH
1 YEAR COMMITMENT	\$1,499/MONTH

RETAIL PRICING

(E-EDITION ONLY)

FULL PAGE:	\$500.00
1/2 PAGE:	\$350.00
1/4 PAGE:	\$275.00

CREATIVE SERVICES

Advertising Design:

Our team of experienced graphic designers is available to develop effective print and digital advertising campaigns. We also can assist you with logo design and marketing materials. Design fee will be additional..

FILE DELIVERY

When submitting your own ad design please follow these guidelines.

Accepted Formats:

- PDF is preferred. Please use "PDF/X-1a: 2001" settings.
- For file preparation assistance, contact creative@bangordailynews.com
- For newsprint: Please make images 150 dpi
- For glossy: Please make images 300 dpi

Fonts:

- Please embed all fonts and font subsets in your document when preparing your PDF file. Or, convert fonts to outlines prior to submission.

Color:

Files provided must be CMYK or converted to CMYK prior to sending. Blacks must be 100%K. 4-color black will not be accepted.

Accepted Ad Delivery:

Please email your print-ready PDF to your sales rep directly, or if a new client, you can email: advertising@bangordailynews.com.

PLEASE CONTACT

The BDN Sales & Marketing Department
1-207-990-8110 • advertising@bangordailynews.com

OTHER PUBLICATION SIZES

NEWSPRINT TABLOID AD SIZES	Width	Height	GLOSSY MAGAZINE AD SIZES	Width	Height	GLOSSY DIGEST AD SIZES	Width	Height
Full Page	10.00"	9.75"	Full Page Bleed	8.625"	11.125"	Full page bleed	5.625"	8.625"
COVER only	10.00"	10.00"	Full Page	7.375"	9.875"	Full page	4.625"	7.5"
1/2 Page Horizontal	10.00"	4.81"	1/2 Page Horizontal	7.375"	4.875"	1/2 page H	4.625"	3.68"
1/2 Page Vertical	4.94"	9.75"	1/2 Page Vertical	4.75"	7.5"	1/2 page V	2.25"	7.5"
1/4 Page	4.94"	4.81"	1/3 Page Square	4.75"	4.875"	1/4 page H	4.625"	1.8"
1/8 Page Horizontal	4.94"	2.34"	1/6 Page Horizontal	4.75"	2.375"	1/4 page V	2.25"	3.68"
1/8 Page Vertical	2.4"	4.81"	1/6 Page Vertical	2.25"	4.875"	1/8 page	2.25"	1.8"
1/16 Page	2.4"	2.34"	2-Page Spread Bleed	17"	11.125"	2-page spread bleed	11.00"	8.625"
Center Spread	21.00"	9.75"	2-Page Spread	16"	9.875"	2-page spread	10.00"	7.5"

Magazine Trim = 8.375 x 10.875

Digest Trim = 5.375 x 8.375

The Publisher reserves the right to edit advertising copy or to reject advertising wholly or in part.