

the bollard

News • Views • Happiness Pursued

est. 2005

The Bollard is a free monthly magazine available at hundreds of locations throughout Southern Maine. Our readers pick up *The Bollard* at supermarkets, coffee shops, libraries, restaurants and corner stores from Bath to Bridgton to the Kennebunks.

Thanks to our media partners at the *Bangor Daily News*, *The Bollard* also reaches readers throughout the state and the nation online. Content posted on our website, thebollard.com, also appears on the homepage of the *BDN's* website, bangordailynews.com — the most popular online source for Maine news.

Born from the ashes of Portland's pioneering alternative newsweekly, *Casco Bay Weekly*, *The Bollard* was established in 2005 to keep independent, provocative journalism alive in Maine. *The Bollard* is a proud founding member of the Portland Buy Local campaign, and is printed at Alliance Press, in Brunswick.

We exclusively publish the work of writers, photographers and visual artists living in Maine, and cover local subjects of interest to a diverse demographic of readers: politics and history, social and economic issues, visual and performing arts, food and drink, fishing and hiking, and much more. Advertising with *The Bollard* is an affordable and effective way to reach tens of thousands of enlightened Mainers. The clean layout and eye-catching design of our full-color publication ensure that every ad gets the attention it deserves. Our rates include professional ad design and full color at no additional charge.

The Bollard is the Maine magazine the locals actually read. You can reach our dedicated readership for a fraction of the price other print publications charge. Join us and see how the *The Bollard* can bring more business to your business!

Resurgam!

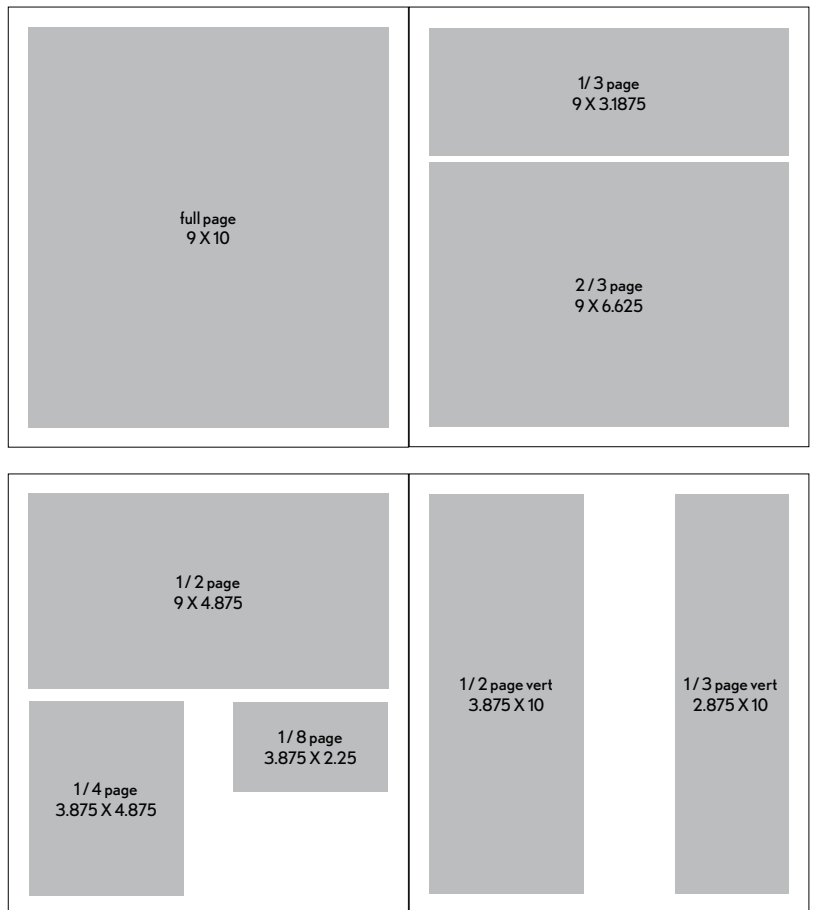
Bollard Publishing | P.O. Box 17765 Portland, ME 04112 | 207.252.8211 | editor@thebollard.com



2018 PRINT ADVERTISING RATES

Eighth Page	\$150
Quarter Page	\$250
Third Page	\$333
Half Page	\$500
Two-Thirds Page	\$666
Full Page	\$1000
Back Cover	\$1500
Inside Covers	\$1250

Send ads to editor@thebollard.com



Discounts:

Online advertiser:	10% off
Seasonal term (three issues):	5% off
Half-year term (six issues):	10% off
Year term (twelve issues):	20% off

Standard agency rate discounts applied

2018 Publication Schedule

January: deadline Dec. 21; published Dec. 29
 February: deadline Jan. 25; published Feb. 1
 March: deadline Feb. 22; published March 1
 April: deadline March 22; published March 29
 May: deadline April 19; published April 26
 June: deadline May 24; published May 31
 July: deadline June 21; published June 28
 August: deadline July 26; published Aug. 2
 September: deadline Aug. 23; published Aug. 30
 October: deadline Sept. 20; published Sept. 27
 November: deadline Oct. 25; published Nov. 1
 December: deadline Nov. 21; published Nov. 29

Preferred File Format:

Adobe Acrobat PDFs, Illustrator, or InDesign files. Photoshop files are supported but not suggested. Please provide vector-based files when possible.

All fonts should be outlined or included, and all logos or images should be embedded or included. Images should be CMYK and 300dpi.

2018 ONLINE AD RATES

Square Ads

Rotating: \$25/week, \$100/month

Fixed: \$75/week, \$300/month

Banner and Tower Ads

\$50/week, \$200/month per feature or section

Discounts

Three-month (seasonal) term: 5% off

Six-month term: 10% off

Year term: 20% off

Print advertiser: 10% off, in addition to the discounts above!

Ad design: free

Note: *The Bollard* does not post ads that include audio or ads animated in Flash; animated .gif ads of up to 10 frames designed at no charge.

Send ads to editor@thebollard.com

