

# Inserts

There are two separate costs related to doing inserts in the Bellingham Bulletin: printing and then insertion & mailing in the *Bulletin*. You may have the inserts designed and printed yourself, or we will handle either or both of those tasks for you (additional charges apply for design services). To insert into the entire press run (includes mailed & distribution copies) quantity needed is 8,500; to insert into just the mailed copies, quantity needed is 7,000. (Note: To insert into select postal routes [i.e., just the north, center or south sections of Bellingham] call for more information.)

Printing cost variables include **paper** (color, quality, gloss or non-gloss), print on **one side or two**, ink **colors** (4-color or black & white), and **quantity** (8,500 or 7,000).

## PRINTING

### COLOR

Quantity: 8,500 (Full run, incl. mailed & distr. copies); price includes 4-color printing on 70# glossy paper)

Printed on 1 side:..... \$733.00

Printed on 2 sides..... \$860.00

Quantity: 7,000 (Mailed copies only); price includes 4-color printing on 70# glossy stock)

Printed on 1 side:..... \$577.00

Printed on 2 sides..... \$712.00

### BLACK & WHITE

Quantity: 8,500 (Full run, incl. mailed & distr. copies); price includes 70# white or colored non-gloss paper)

Printed on 1 side:..... \$350.00

Printed on 2 sides..... \$390.00

Quantity: 7,000 (Mailed copies only; price includes 70# white or colored non-gloss paper)

Printed on 1 side:..... \$298.00

Printed on 2 sides..... \$335.00

## SHIPPING

If printed elsewhere, finished inserts should be shipped to:

Attn: Jordan Prickett/Bellingham Bulletin  
Daily Hampshire Gazette  
115 Conz St., Northampton, MA 01060

**OR** our printer will pick up finished inserts from Bellingham Bulletin office for a pick-up fee of \$30.

**If we print them, you'll save the shipping or pickup fee**

## INSERTION/MAILING

(To insert into select postal routes, call for more information)

Qty. 8,500 (\$53/K):.....\$450.00

Qty. 7,000 (\$53/K):.....\$371.00

### TOTAL COST FOR INSERTS:

Add the printing and insertion/mailling cost to determine total cost of inserts. For example, 8,500 qty. 4-color inserts, printed both sides and mailed, is \$1,310, not including optional design or pick-up fees.\* For 7,000 qty. printed black & white on one side & mailed is \$668.\*

### NOW COMPARE TO COST OF DIRECT MAIL:

7,000 pcs. (1 oz.) at \$0.49 ea:..... **\$3,430.00**

Weigh a bit over 1 oz? Add \$.22 for ea. addtl. oz: ..... **\$4,970**

7,000 postcards at \$0.35 ea:..... **\$2,450.00**

***Do the math and you'll quickly see that inserts in the Bellingham Bulletin are the least expensive, most effective way to get your message delivered into every home & business in Bellingham.***

For more information, contact Advertising Sales Manager Cyndy Rogers ([CyndyRogers@charter.net](mailto:CyndyRogers@charter.net) or 508-529-4437) or The Bellingham Bulletin office ([email@BellinghamBulletin.com](mailto:email@BellinghamBulletin.com) or 508-883-3252).

**BELLINGHAM BULLETIN • 36 Rakeville Circle • Bellingham, Massachusetts 02019**