



Our mission is to connect all Concordians with vital local news and neighborly happenings.

Our goal as a non-profit newsroom is rooted in our belief that impartial, compelling local journalism empowers our readers to engage in the conversations and civic participation that foster a healthy democracy.

We achieve our mission by presenting our reporting in a high-quality weekly print newspaper distributed free of charge to all 9,000 Concord households and businesses and via our website, concordbridge.org.

Thank you for supporting local journalism.

The Concord Bridge

The Concord Bridge is the non-profit, non-partisan newspaper of record for historic Concord, Massachusetts

The Concord Bridge



Advertising Guide

56C Winthrop Street
Concord, MA 01742
(978) 505-0562

concordbridge.org
advertising@concordbridge.org

The Concord Bridge

Advertising Rates and Sizes

Black & White Ad Size	Size - Inches	Price	5% off 12 weeks	7% off 6 months	10% off 1 year
Full Page	10.4" x 15.6"	\$1,248.00	\$1,185.60	\$1,160.64	\$1,123.20
Half Page	10.4" x 7.8"	\$624.00	\$592.80	\$580.32	\$561.60
1/4 Page	5" x 7.8"	\$312.00	\$296.40	\$290.16	\$280.80
Banner	10.4" x 3"	\$240.00	\$228.00	\$223.20	\$216.00
1/8 Page	5" x 3.8"	\$152.00	\$144.40	\$141.36	\$136.80
1/2 Banner	7.8" x 2"	\$120.00	\$114.00	\$111.60	\$108.00
1/16 Page	5" x 2"	\$80.00	\$76.00	\$74.70	\$72.00
1 x 3	2.5" x 3"	\$60.00	\$57.00	\$55.80	\$54.00
1 x 2	2.5" x 2"	\$40.00	\$38.00	\$37.20	\$36.00

Color Ad Size	Size - Inches	Price	5% off 12 weeks	7% off 6 months	10% off 1 year
Back Page	10.4" x 15.6"	\$1,441.44	\$1,369.37	\$1,340.54	\$1,297.30
Full Page	10.4" x 15.6"	\$1,372.80	\$1,304.16	\$1,276.70	\$1,235.52
Half Page	10.4" x 7.8"	\$686.00	\$652.08	\$638.35	\$617.76
1/4 Page	5" x 7.8"	\$343.20	\$326.04	\$319.18	\$308.88
Banner	10.4" x 3"	\$264.00	\$250.80	\$245.52	\$237.60
1/8 Page	5" x 3.8"	\$167.20	\$158.84	\$155.50	\$150.48
1/2 Banner	7.8" x 2"	\$132.00	\$125.40	\$122.76	\$118.80
1/16 Page	5" x 2"	\$88.00	\$83.60	\$81.84	\$79.20
1 x 3	2.5" x 3"	\$66.00	\$62.70	\$61.38	\$59.40
1 x 2	2.5" x 2"	\$44.00	\$41.80	\$40.92	\$39.60

**All prices shown are weekly cost. Effective September 2024.*

Custom-sized ads: \$22/column inch, 2-inch minimum.

Classifieds: \$20/35 words; no photos or graphics.

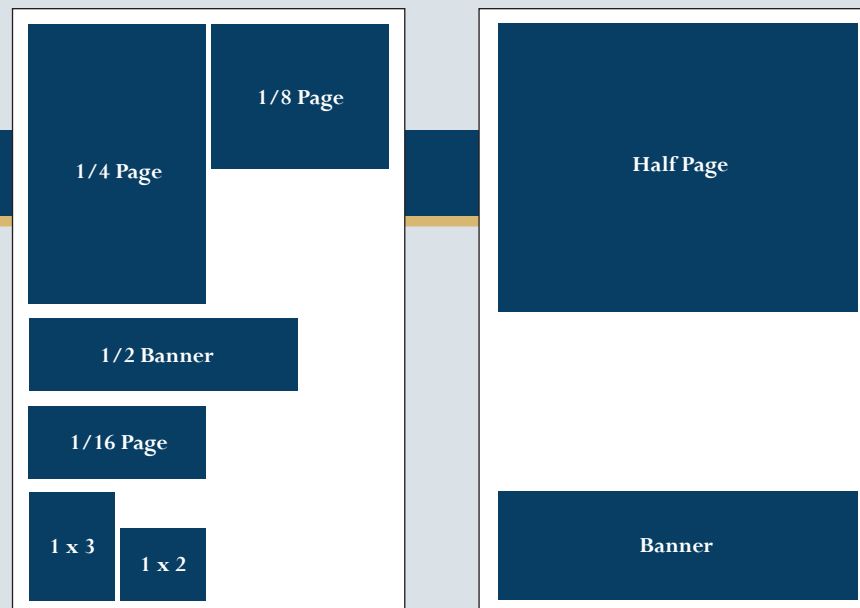
No charge for lost & found, free items, and student ads.

Legal ads: \$28/column inch, 2-inch minimum.

Basic ad design is available at no additional cost.

Ad redesign is available, charged hourly. Deadline to submit content to the Art Department is Tuesday by 5 p.m., 10 days prior to intended print date.

ASK ABOUT SPONSORSHIP OPPORTUNITIES!



Advertising Policies

- The Concord Bridge reserves the right to refuse any advertisement.
- The newspaper assumes no financial responsibility for typographical errors.
- Final proof is the client's responsibility for camera-ready and TCB-produced ads.
- All advertisements must be paid in full prior to publication.

Camera-Ready Guidelines

- **Deadline for camera-ready ads is Thursday by 5 p.m., 8 days prior to intended print date.**
- PDF, tiff, or jpeg. **PDF preferred.**
- Include company name and run date when labeling.
- All files must be saved in CMYK color space.
- Electronic ads will print as submitted. The Concord Bridge does not make any adjustments to color, fonts, text content, images, or ad layout.
- Black-and-white ads must be in grayscale mode.
- Proof and check file for accuracy prior to transmission.
- Images should be 170 DPI when used at 100% size.
- Confirm that all text, rules, and graphics reside within the print area.
- Delete all extraneous and unprintable information from the document and the pasteboard.
- Avoid using "Super Blacks," "Rich Blacks," or "CMYK Blacks" for text.
- The Concord Bridge makes no adjustments to color, ink balance, density, sharpness, or dot gain.
- Do not include printer's marks.
- No bleeds; can design to edge.