



Bolton Local
P.O. Box 92
Bolton, MA 01740
boltonphonebook@gmail.com

February 1, 2019

Dear Local Business Owner,

Bolton Local is in the process of creating the 2019 - 2020 Bolton Phone Book and looking for local advertisers. The Bolton Phone Book is printed every two years and is mailed free of charge to over 2,000 households and businesses in Bolton. It includes a comprehensive business directory of locally based businesses in Bolton and surrounding towns including Berlin, Clinton, Harvard, Hudson, Lancaster and Stow. **It will provide you with an excellent form of advertising, as it will be used in every Bolton home for the next TWO YEARS, and it is also distributed to every new homeowner. In many households it has become the only phone book that is used.**

When you place an advertisement in the phone book, it includes a listing in the business directory in the book and an on-line directory which can be found on our website at www.BoltonLocal.org.

We continue to keep our advertising rates as low as possible, and we would appreciate your support. All ads will be placed on a first-come, first-served basis. **Our deadline for advertising is March 15, 2019.**

The advertising rates are as follows:

Back Cover (only 1 available, measures 5x7", call for availability).....	\$600.00
Inside Cover Pages (measures 5x7", call for availability).....	\$550.00
Full Page (5x7").....	\$350.00
Half Page (5x3.5").....	\$250.00
Quarter Page (2.5x3.5 or 5x1 ⁵ / ₈ ").....	\$175.00
Eighth Page (business card - 2 ³ / ₈ x1 ⁵ / ₈ ").....	\$125.00
Business Directory only - print and on-line (both included with ads above).....	\$ 50.00

(Non-profit 501(c)(3) organizations may deduct 10% off the advertising rate.)

Please e-mail your high-quality (300ppi) grayscale ad as a jpg, pdf or tif file to boltonphonebook@gmail.com.

We thank you for helping us maintain this quality publication. Bolton Local supports local business and uses the proceeds from the phone book for local events, education programs and civic projects. For more information, go to www.BoltonLocal.org, or call Lynn at 978-779-6225.

-----CLIP AND RETURN-----

Back cover \$600 _____ Inside Cover \$550 _____ Full Page \$350 _____ Half Page \$250 _____
(call for availability) (call for availability)
Quarter Page \$175 _____ Eighth Page (business card) \$125 _____ Directory only (book & on-line) \$50 _____

Category for Business Directory: _____
(See book or on-line directory to get ideas. We can always create a new category.)

Company Name _____

Address _____

Contact Name _____ Phone # _____

Email: _____ website: _____

Advertisement: Enclosed _____ or send file to boltonphonebook@gmail.com _____

Make check payable to: BOLTON LOCAL
Mail to: Bolton Local Phone Book, P.O. Box 92, Bolton, MA 01740