

# The Granby Drummer

a non-profit 501(c) (3) organization



Contact the Drummer Ad Team at [ads@granbydrummer.org](mailto:ads@granbydrummer.org) or leave a message at 860-653-9222.

## SAMPLE AD SIZES & COSTS

### Notes:

4C is Color  
 BW is Black only  
 NP is Non-Profit Rate

### Rates

per Column Inch  
 4C: \$14.00 (NP: \$11.00)  
 BW: \$10.00 (NP: \$7.00)

See reverse to convert  
 col. to inches.

### Full page

4 col. x 15.5 in = 62 in.  
 10.25 in x 15.5 in

4C: \$868 (NP: \$682)

BW: \$620 (NP: \$434)

### 1/2 page H

4 col. x 7.5 in = 30 in.  
 10.25 in x 7.5 in

4C: \$420 (NP: \$330)

BW: \$300 (NP: \$210)

### 1/2 page V

3 col. x 10 in = 30 in.  
 7.625 in x 10 in

4C: \$420  
 (NP: \$330)

BW: \$300  
 (NP: \$210)

### 1/4 page V

2 col. x 7.5 in = 15 in.  
 5 in. x 7.5 in.

4C: \$210  
 (NP: \$165)  
 BW: \$150  
 (NP: \$105)

### 1/4 page H

3 col. x 5 in = 15 in.  
 7.625 in. x 5 in.

4C: \$210  
 (NP: \$165)  
 BW: \$150  
 (NP: \$105)

### Square

2 col. x 5 in = 10 in.  
 5 in. x 5 in.

4C: \$140  
 (NP: \$110)  
 BW: \$100  
 (NP: \$70)

### 1/8 page

2 col. x 3 in = 6 in.  
 5 in. x 3 in.

4C: \$84  
 (NP: \$66)  
 BW: \$60  
 (NP: \$42)

## ADVERTISING DEADLINES

	2023				2024									
	Sept	Oct	Nov	Dec	Feb	Mar	Apr	May	June	July	Sept	Oct	Nov	Dec
Ad Deadline	Aug. 14	Sept. 11	Oct. 9	Nov. 6	Jan. 8	Feb. 12	Mar. 11	Apr. 8	May 6	June 10	Aug. 12	Sept. 9	Oct. 7	Nov. 11
Publication Date	Sept. 2	Sept. 30	Oct. 28	Nov. 27	Jan. 27	Mar. 3	Mar. 30	Apr. 27	May 25	June 29	Aug. 31	Sept. 28	Oct. 26	Nov. 30

No January issue | No August issue

Ask us about sponsorship and underwriting opportunities!

*The Drummer welcomes news, announcements, calendar updates and press releases.*

The **Drummer** is a tabloid-size newspaper:

Page size is: 10.25" wide, 15.50" deep

Column widths:      1 col. = 2.375"      2 cols. = 5"  
                                 3 cols. = 7.625"      4 cols. = 10.25"

REGULAR RATE PER COLUMN INCH (NON-PROFIT RATE):    B/W \$10.00 (\$7.00) Color \$14.00 (\$11.00)

Total Ad Cost is calculated by multiplying artwork width (in col.) by height (in inches).

Submit digital files (press-quality PDFs preferred) to: [ads@granbydrummer.org](mailto:ads@granbydrummer.org).

Call us at 860-653-9222 or email us at [ads@granbydrummer.org](mailto:ads@granbydrummer.org)\*

\* The office is staffed by volunteers, so please be patient, messages may take a couple days to be answered.

We LOVE  
INSERTS!

Insertion cost for  
preprinted  
inserts is \$375\*

\*Contact us for pricing for  
oversize and multi-page pieces

## CIRCULATION

Total circulation: 5,400 per issue

In addition to bulk distribution at town offices and local businesses, the Granby Drummer is mailed directly to every residence, business and post office box in the following towns:

Granby	06035	3,604
North Granby	06060	961
West Granby	06090	464
Mailed Total		5,029

The Granby Drummer is published by Citizens for a Better Granby, Inc. (CBG). The Drummer provides an independent platform to encourage participation in the the civic, social, economic and cultural life of Granby.

Formed in 1970, CBG is a community-based volunteer organization whose goal is to inform Granby residents on issues affecting the town.

Our advertisers' investments directly support this mission as well as educational scholarships and community projects.

Visit us at: [www.granbydrummer.com](http://www.granbydrummer.com)

The **Granby Drummer**



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