

The Bedford Citizen Introduces THE BEDFORD GUIDE 2020

It's Better in Bedford

The **Bedford Guide 2020** is a new print publication by *The Bedford Citizen*, the go-to source for all the news in Bedford, Massachusetts.

The **Bedford Guide** depicts life in our town, "How to do Bedford," what it's like to live here in 01730. The Guide will explain our history, what to do, where to eat: basically everything we love in Bedford — all in one place. The Guide will be divided into various "life stages." Some examples:

- What it's like to start a family in Bedford
- What it's like to be a teenager in Bedford
- What it's like to retire in Bedford
- And more!

The Guide will also cover schools, how to participate in town government, Bedford Santa, Bedford gems, a calendar of events, and much more from *The Bedford Citizen*.

The **Bedford Guide** will be mailed in late 2019 to every Bedford address — both residential and business — that's more than 5,800 addresses! Full-page advertisers will earn extra copies to distribute as desired, and all can order copies to share with visitors and customers.

Bedford is a special place to live and work, and **The Bedford Guide** will reflect what makes Bedford the special small town that we love and call home.

SHOW THE TOWN THAT YOUR BUSINESS OR ORGANIZATION IS PART OF BEDFORD!

Why should your business take an ad in **The Bedford Guide**? Demonstrating that you are part of this community is how your business succeeds. Your Bedford customers — the people you depend on — will receive The Guide and keep it as a reference until the next one is published in 2021. The Guide is designed to be saved and referenced and shared. It is the easiest and most cost-effective way to show Bedford you are part of the community.

The Guide will be 8.5 x 11 inches, full color, 64 pages professionally photographed, designed, and printed.

ADVERTISING RATES FOR THE BEDFORD GUIDE 2020

Ad Placement/Size	Dimensions	Price	Free Copies*
Back Cover - SOLD	8.5" x 11"	\$1,800	150
Inside Back Cover	8.5" x 11"	\$1,500	100
Inside Front Cover - SOLD	8.5" x 11"	\$1,500	100
Full Page	8.5" x 11"	\$1,000	75
Half Page Horizontal	8.5" x 5"	\$550	N/A
Quarter Page Vertical	3.75" x 5"	\$300	N/A

*Additional copies may be purchased for \$5.00 apiece.

