

Banner Advertising

Just like a coffee shop or restaurant, New Bedford Guide is a small business. If you'd like to support/sponsor New Bedford Guide, and promote your product, service or event to tens of thousands of local residents, we offer 20 banner spots in four locations on NewBedfordGuide.com. These ads are promoted on the main page and/or are visible on every article published on New Bedford Guide. This is a great way to build your brand and drive traffic to your website or Facebook page.

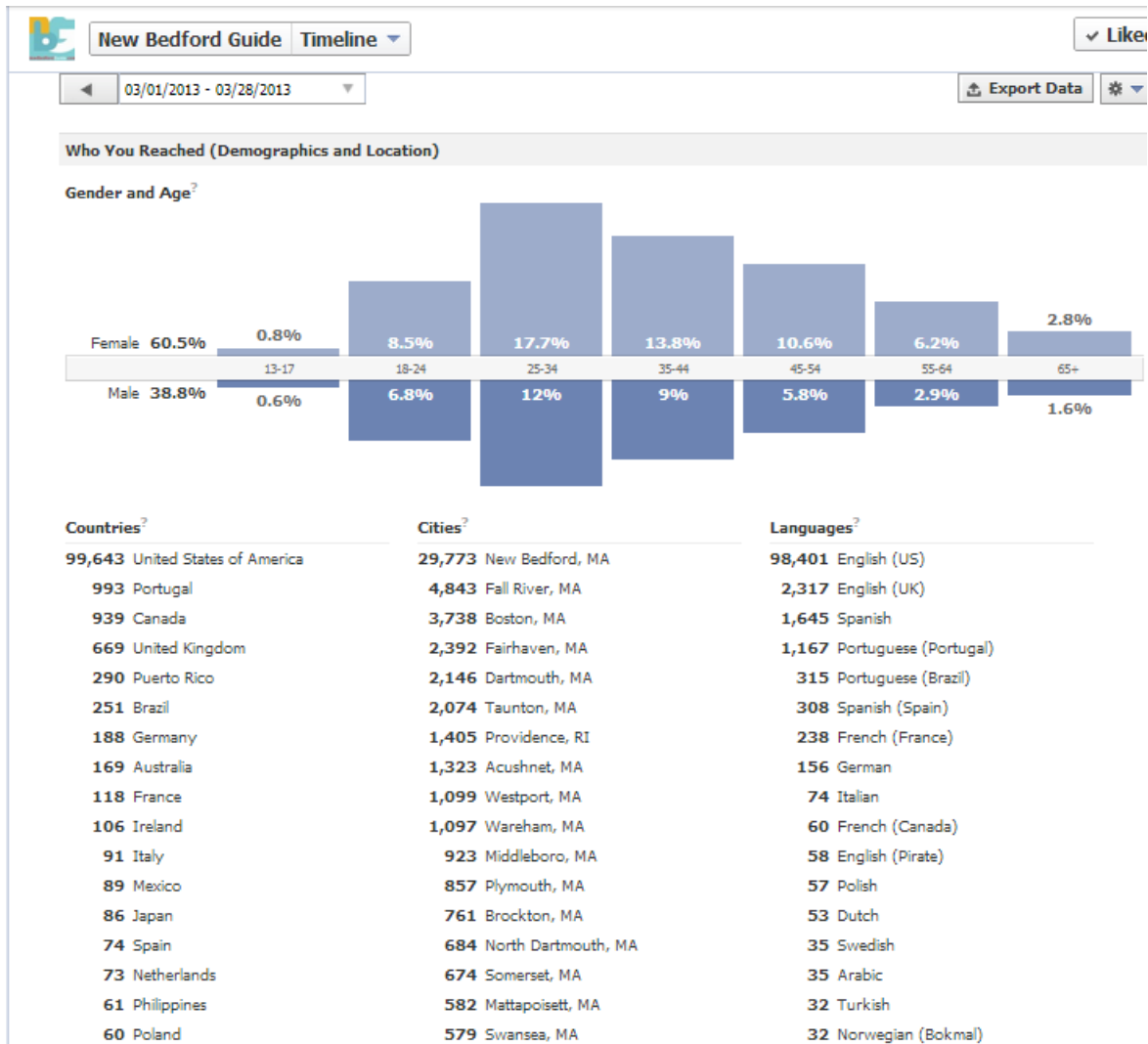
All website advertisers also get promoted on our popular [Facebook page](#). We also operate [Fairhaven Guide](#), [Dartmouth Guide](#), [Providence Guide](#) and other city guides. Current customers include the New Bedford Whaling Museum, Bridgewater Credit Union, The Waterfront Grille, The New Bedford Antique Center and the Hampton Inn. Here are two example ad spots:

The screenshot displays the New Bedford Guide website interface. At the top, there is a navigation bar with the logo for New Bedford Guide.com and a menu including REVIEWS, NEWS, ENTERTAINMENT, POLITICS, ANNOUNCEMENTS, TRAVEL, BEST OF, and SPOTLIGHTS. A prominent banner for the 'NEW BEDFORD JAZZFEST' is visible, dated May 18, 2012, from 5:00PM to 11:00PM, held at Custom House Square. Below the navigation, the main content area features an article titled '5 Spectacular Sushi Spots' by SMCGRAIL, dated April 24, 2012. The article text discusses the popularity of sushi in the South Coast region. To the right of the article, there is a blue-bordered box containing the text 'Maximum 5 Ads Each'. Further to the right, there is a graphic for an 'Event Calendar' and a banner for 'Waterfront Grille' restaurant, which includes an interior photo and contact information for private parties. At the bottom of the page, a 'Welcome!' message is visible.

New Bedford Guide (<http://www.newbedfordguide.com>) reaches 20,000 – 30,000 visitors each months. Our Facebook Page reaches over 90,000 southcoast, Massachusetts residents. This maps shows our reach using Google Analytics:



As of January 10th, 2013 our demographics were 63% female, and strong in all demographics over 18-years old. While our reach is solid in New Bedford, we also have a strong following in surrounding towns and cities like Fairhaven, Dartmouth, Fall River, Boston and cities in Rhode Island. This ensures your business is promoted both locally and regionally.



NBG Banner Ad Rates

New Bedford Guide	Monthly	Quarterly	Semi-Annually	Annual
Header Banner	\$400	\$350 (\$1,050)	\$300 (\$1,800)	\$250 (\$3,000)
Top, Right Cube	\$350	\$325 (\$975)	\$285 (\$1,710)	\$225 (\$2,700)
Bottom, Right Cube	\$300	\$275 (\$825)	\$225 (\$1,350)	\$200 (\$2,400)
Footer Banner	\$250	\$200 (\$750)	\$170 (\$1,020)	\$140 (\$1,680)
Event Calendar Header	\$500			

We offer rates as low as \$140 a month. Save up by purchasing multiple months of advertising. Every penny goes to paying our writers, paying our server cost and growing the site!

Those looking to build there brand and promote events should also consider our [event calendar advertising program](#). Contact

us at info@newbedfordguide.com to set up an appointment before you competition does!