

the bollard

Celebrating 21 years of independent Maine journalism!

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Established in 2005, *The Bollard* is a free monthly news and arts magazine available at over 400 locations in Southern & Midcoast Maine. Reach over 30,000* socially active readers and keep local independent journalism strong!

Eighth Page	\$150
Quarter Page	\$250
Third Page	\$300
Half Page	\$500
Full Page	\$1000
Inside Covers	\$1,250
Back Cover	\$1,500

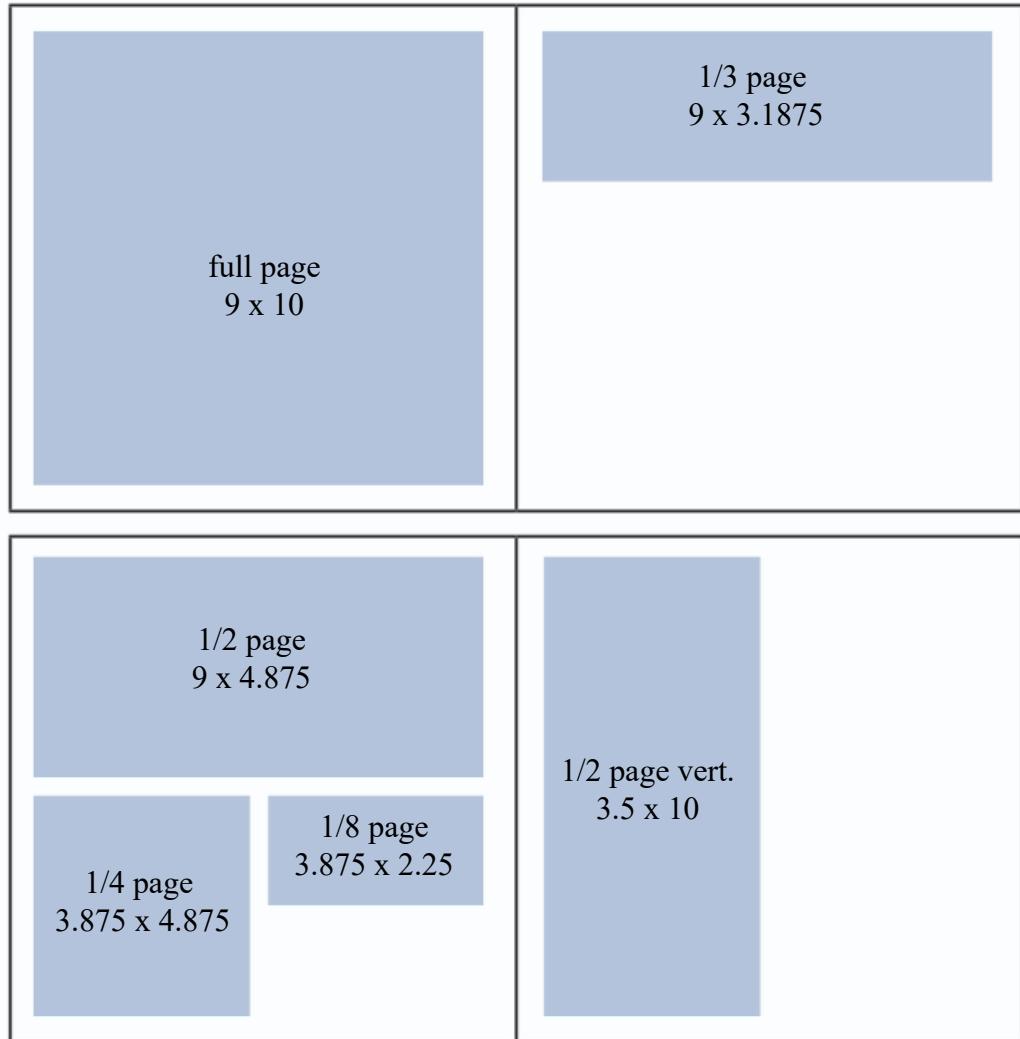
Professional ad design and full color included. **Design specs:** PDF/JPG, 300 DPI, CMYK

10% Discount available for:

- Year-Term Ad Buy
- Nonprofits & Cooperatives

2026 Publication Schedule**

	AD DEADLINE	PUBLISHED
January	Dec. 26	Dec. 31
February	Jan. 23	Jan. 28
March	Feb. 20	Feb. 25
April	Mar. 27	Apr. 1
May	Apr. 24	Apr. 29
June	May 22	May 27
July	Jun. 26	July 1
August	July 24	July 29
September	Aug. 28	Sept. 2
October	Sep. 25	Sept. 30
November	Oct. 23	Oct. 28
December	Nov. 27	Dec. 2



* Based on circulation of 16,500 copies in an area with an average household size greater than 2.

** *Bollard* subscribers receive a PDF version of the issue three days prior to print publication.

Online Bollard Bulletin
Ads \$25/day, \$100/week



FREE LISTINGS UPDATED DAILY

NEWS SCOOPS

SPORTS

LIVE MUSIC

COMEDY

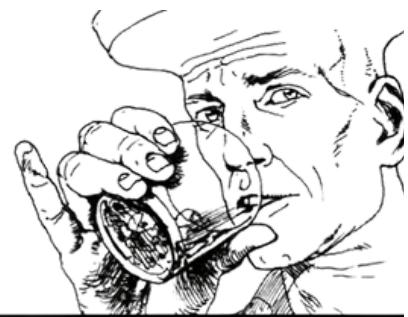
DANCE

THEATER

ART

FESTIVALS

BOLLARDHEAD.SUBSTACK.COM



Why advertise in print?

Ads in *The Bollard* are big, much larger than online ads, and they don't fly by in a social-media feed, cannot be buried or blocked, and always reach real people in this area in a timely way. Every copy of *The Bollard* is either shared by numerous readers inside coffeeshops, tasting rooms and the like, or brought home, where your ad remains at hand for weeks or months, ready to reference when potential customers want to try a new restaurant, go to a show, find a cool gift, get the driveway plowed, etc. *The Bollard* is the only free magazine of its kind in Maine — we have no competition for local readers, and curious tourists love us, too!

Is *The Bollard* also online?

Yes! In addition to our paywall-free website (thebollard.com), we launched a Substack in 2024 (bollardhead.substack.com) to greatly expand our arts coverage and entertainment listings, and to post news scoops and gems from our archive. It's free to view and subscribe to our weekday Bollard Bulletins highlighting that day or weekend's best music, theater, dance, visual art, sports, comedy, festivals and other events in our circulation area and beyond. Paid Substack subscribers also receive a PDF version of every issue three days before the print edition hits the streets, plus a variety of fun extras.



Call or email Chris or
Kiki with questions or to
place your ad today

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Who Reads The Bollard?

Free-thinking Mainers and visitors of all backgrounds who frequent locally owned cafes, bars and restaurants, plus nearly 30 Hannaford and Market Basket supermarkets, as well as food co-ops, libraries and transit hubs.

The Bollard is distributed in the following towns and cities:

Bath
Biddeford
Bridgton
Brunswick
Buxton
Cape Elizabeth
Damariscotta
Falmouth
Freeport
Gray/New Gloucester
Gorham
Kennebunk/Kennebunkport
Naples
Old Orchard Beach
Portland
Rockland
Saco
Scarborough
South Portland
Standish
Thomaston
Topsham
Waterboro
Wells
Westbrook
Windham
Woolwich
Yarmouth