

The reason we take advantage of the small ads program is the amount of exposure we get for the price.

We use other media from time to time, but have found that simply using the Bangor Daily News reaps the same results. We feel that the Bangor Daily News is the best route to go!

David Saliba,
Saliba Rug Sales, Bangor

We're a fairly new business (seven years now), and early on we struggled with how to best market a golf course in Lincoln, Maine. We tried radio, television and golfing magazines, and finally settled on the Bangor Daily News' small ads program.

It has worked incredibly well for us. In fact, I'd say our revenue has been ten times what we invested in this advertising program. We actually used the ad as a coupon and were able to track where people were coming from.

Fifty percent of our golf club revenues came from those ads! It's been a great tool, and we are very, very pleased.

Eric Dubay,
Jato Highlands Golf Course, Lincoln

Thanks to the small ads program, Bangor area residents have been very good to us over the years. We appreciate their loyalty.

Customers actually call us to ask when the ads will be starting again, so we know the small ads program works.

Thank you to our loyal customers and the Bangor Daily News!

Jerry Kill,
Day's Inn, South Portland

As a not-for-profit organization it's often difficult to find dollars to specifically earmark for advertising. We did, however, agree to a three-month trial run with the Bangor Daily News' small ads program and as a result **noticed a marked increase in the number of referrals we were getting.** When we inadvertently let the program lapse, we saw a sharp decline and quickly realized it was because our ads were no longer running. We started back up again, and immediately saw an upturn in referrals once again!

Mary Poulin,
The Warren Center for Communication & Learning, Bangor

The Bangor Daily News' small ads program has been truly effective for us, giving us a very broad reach for our investment.

We've been in business for more than 20 years, and have used various media during that time. When we decided to introduce a new off-season "getaway package" we decided to use the small ads program exclusively in order to measure its effectiveness. It worked! Almost too well ~ people were still asking about the promotion after we got into the high season! There's been a direct correlation between the success of that promotion to the small ads program. It has been dynamic!

Richard Malaby,
The Crocker House, Hancock

Call our Display Advertising Department at 990-8010, or ask your sales representative about our SMALL ADS PROGRAM.

**Call toll-free (in Maine) 1-800-432-7964;
FAX 207-941-0885;**

E-mail: advertising@bangordailynews.net

Bangor Daily News

No proof service. Offer valid through 12/31/2007.



Grow your brand awareness and drive business with frequent, targeted, cost-effective advertising!


small ads
PROGRAM

BIG RESULTS!

Bangor Daily News Advertising Program

Just the right advertising program to fit your small business budget!



Bangor Daily News

small ads PROGRAM

Size ideas:

Your ad will run in the Bangor Daily News at least 3 times each week. You choose the days Monday through Saturday. The Weekly may be included in your schedule. Copy may change weekly.

Four week commitment required.

BIG RESULTS!

from your SMALL INVESTMENT!

3 Ads /per week
1 col. x 3" ad

3 Ads /per week
2 col. x 2" or
1 col. x 4" ad

3 Ads /per week
1 col. x 2" ad

3 Ads /per week
2 col. x 3" or
1 col. x 6" ad

“ The Bangor Daily News’ small ads program is a great way to keep our name out there. It allows us to frequently remind people that we’re here (downtown Bangor). I’m the ultimate last-minute person, but when I have an idea late in the week for a weekend promotion let’s say, my representative always manages to get my ad in the paper. Mostly, the small ad program is just so cost-effective. **When you don’t have a large budget to work with, it really allows you to stretch your advertising dollars.** ”

Brad Ryder,
Epic Sports, Bangor

