

## Beachcomber 50/50 Advertising Program

- Ideal for any business offering gift certificates (restaurants, retail stores, entertainment venues, personal/professional/home services, etc.)
- Beachcomber advertising paid 50% in gift certificates and 50% cash (major credit cards accepted)
- May be used for print or online editions or a combination of both, with rates subject to current frequency guidelines
- Gift certificates (1) must have a minimum value of \$25, (2) may not require additional commitment from the recipient and (3) have expiration dates at least three months from receipt.
- Signed advertising agreement required beforehand
- May not be used in conjunction with any other Beachcomber discount programs
- Program subject to space availability

Contact your Beachcomber advertising representative or call (562) 597-8000 for additional details.