

BEACHCOMBER 2019 PRINT EDITION ADVERTISING RATES & SPECIFICATIONS

| <u>Ad Size</u> | <u>Dimensions</u> | <u>1-3 Times</u> | <u>Plus 20%</u> | <u>4-7 Times</u> | <u>Plus 20%</u> | <u>8-12 Times</u> | <u>Plus 20%</u> | <u>13-Times</u> | <u>Plus 20%</u> | <u>26-Times</u> | <u>Plus 20%</u> |
|----------------|-------------------|------------------|-----------------|------------------|-----------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Page | 10"W x 15"H | 1,300 | 1,560 | 1,170 | 1,404 | 1,040 | 1,248 | 910 | 1,092 | 780 | 936 |
| 3/4 Page | 10"W x 11.5"H | 1,073 | 1,287 | 965 | 1,158 | 858 | 1,030 | 751 | 901 | 644 | 772 |
| 1/2 Page | 8"W* x 10"H | 780 | 936 | 702 | 842 | 624 | 749 | 546 | 655 | 468 | 562 |
| 1/4 Page | 6"W* x 7"H | 423 | 507 | 380 | 456 | 338 | 406 | 296 | 355 | 254 | 304 |
| 1/8 Page | 4"W* x 5"H | 228 | 273 | 205 | 246 | 182 | 218 | 159 | 191 | 137 | 164 |
| 1/16 Page | 4"W* x 2.5"H | 122 | 146 | 110 | 132 | 98 | 117 | 85 | 102 | 73 | 88 |
| 3" Card | 2"W* x 3"H | 78 | 94 | 70 | 8 | 62 | 75 | 55 | 66 | 47 | 56 |
| 1.5" Card | 2"W* x 1.5"H | 41 | 50 | 37 | 45 | 33 | 40 | 29 | 35 | 25 | 30 |
| 1" Class | 30 words/inch | 29 | 35 | 26 | 32 | 23 | 28 | 20 | 25 | 18 | 21 |

Above rates are per ad, per issue, published 26 times per year.

Add 20% to display ad rates for color. Add 20% to display ad rates for additional online web ads.

* Ad widths smaller than 10" are slightly reduced to accommodate gutters between columns.

BEACHCOMBER 2019 WEBSITE ADVERTISING RATES & SPECIFICATIONS

| <u>Ad Size</u> | <u>Dimensions</u> | <u>1-3 Months</u> | <u>4-6 Months</u> | <u>7-9 Months</u> | <u>10-12 Months</u> | <u>13-15 Months</u> |
|----------------|-------------------|-------------------|-------------------|-------------------|---------------------|---------------------|
| Large Banner | 620 W x 150 H | 520 | 468 | 374 | 364 | 312 |
| Small Banner | 620 W x 90 H | 390 | 351 | 312 | 273 | 234 |
| Big Box | 300 W x 250 H | 260 | 234 | 208 | 182 | 156 |
| Half Box | 300 W x 150 H | 195 | 176 | 156 | 137 | 117 |
| Tile Ad | 300 W x 100 H | 130 | 117 | 104 | 91 | 78 |

Above rates are per month. Ads will rotate onto all Beachcomber website pages.