

The Lowest Rates

RETAIL RATES & SPECIFICATIONS

Ad Size	Dimensions	1-3 Times	4-7 Times	8-12 Times	13-25 Times	26 Times
Full Pg	5 Columns Wide (10") x 15" High	1,570	1,413	1,256	1,099	942
3/4 Pg	5 Col (10") x 11.5"	1,295	1,166	1,036	907	777
1/2 Pg	4 Col* (8") x 10" or 5 col (10") x 8"	942	848	754	659	565
1/4 Pg	2 Col* (4") x 10" or 3 Col* (6") x 7"	510	459	408	357	306
1/8 Pg	1 Col* (2") x 10" or 2 Col* (4") x 5"	275	247	220	192	165
1/16 Pg	1 Col* (2") x 5" or 2 Col* (4") x 2.5"	147	132	118	103	88
Directories	Card: 1 Col x 3" or 2 Col x 2"	94	85	75	66	57
	Half Card: 1-Col (2") x 2"	50	45	40	35	30
Classified	Per 1 Column (1-1/4" wide) Inch	35	32	28	25	21

* Smaller ads reduced 4 percent to accommodate gutters.

The above rates are per ad, per issue. Add 20% for color.

ONLINE EDITION RATES & SPECIFICATIONS

Ad Size	Dimensions	1-3 Months	4-6 Months	7-9 Months	10-12 Months	13-15 Months
Large Banner	620 W x 200 H Pixels	785	707	565	550	471
Small Banner	620 W x 100 H Pixels	471	424	377	330	283
Double Box	300 W x 500 H Pixels	628	565	502	440	377
Big Box	300 W x 250 H Pixels	314	283	251	220	188

Above rates are per month, billed in advance. Box ads will rotate onto all Beachcomber website pages.

Call
562/597-8000



News and Views of Greater Long Beach

beachcomber

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