

2024 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	1,495	1,346	1,196	1,047	897
3/4 Pg	5 Col (10") x 11.5"	1,233	1,110	987	863	740
1/2 Pg	4 Col* (8") x 10" or 5 col (10") x 8"	897	807	718	628	538
1/4 Pg	2 Col* (4") x 10" or 3 Col* (6") x 7"	486	437	389	340	292
1/8 Pg	1 Col* (2") x 10" or 2 Col* (4") x 5"	262	235	209	183	157
1/16 Pg	1 Col* (2") x 5" or 2 Col* (4") x 2.5"	140	126	112	98	84
Directories	Card: 1 Col x 3" or 2 Col x 2"	90	81	72	63	54
	Half Card: 1-Col (2") x 2"	48	43	38	33	29
Classified	Per 1 Column (1-1/4" wide) Inch	34	30	27	24	20

* Smaller ads reduced 4 percent to accommodate gutters.

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

2024 ONLINE 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 150 H Pixels	598	538	431	419	359
Small Banner	620 W x 90 H Pixels	449	404	359	314	269
Big Box*	300 W x 250 H Pixels	299	269	239	209	179
Half Box	300 W x 150 H Pixels	224	202	179	157	135
Tile Ad	300 W x 100 H Pixels	150	135	120	105	90

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

* Required minimum size for all ads linking to videos or PDFs on Beachcomber e-edition pages.

NOTES

- Add 20% to above print rates for color or special position.
- Submit PDF, TIF or JPG electronic files via e-mail to: advertising@beachcomber.news
- Rates are for digitally submitted ads. Composition, artwork and photography, if needed, will be billed at cost.
- Rates are non-commissionable. Use 13X column for non-profit rate.
- Payment in advance or signed insertion/purchase order required for first-time advertisers.
- All political, directory, online and classified ads paid in advance.
- Publisher reserves the right to reject or revise any advertisement.
- Visa, MasterCard, Discover and American Express accepted.

CIRCULATION

33,000 copies to all households and businesses in Long Beach zip codes 90803, 90804, 90808, 90814 & 90815. Bulk 3,000 distribution to racks, businesses and adjoining cities.

DEADLINES

Published biweekly on Fridays. Space reservations and unprepared ads are due the preceding Friday. Digital ads and minor edits to existing advertisements are due the preceding Monday at noon.

Effective 1/1/24



BEACHCOMBER

ADVERTISING AGREEMENT

DISPLAY ADVERTISEMENT

- Ad Size**
- | | | |
|------------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 3/4 Page | <input type="checkbox"/> 1/2 Page |
| <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> 1/8 Page | <input type="checkbox"/> 1/16 Page |
| <input type="checkbox"/> Custom | <input type="checkbox"/> Various | <input type="checkbox"/> Insert |
- Directory 3/4" Listing 1.5" Card 3" Card
- Classified Ad Category _____ Internet
- Measurement _____ Width _____ Height
- Online Ad Size Lg Banner Sm Banner 2X Big Box
- Big Box Half Box Tile Ad

Frequency (check box)

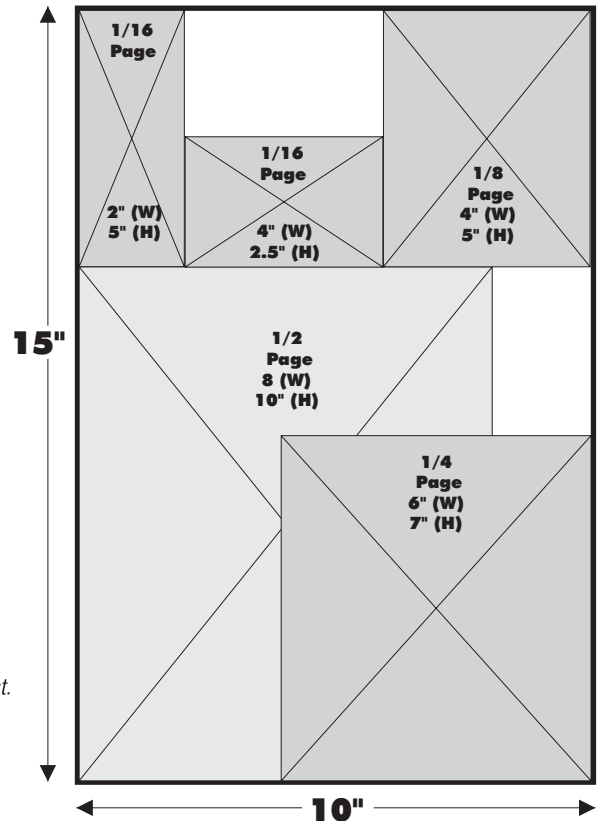
- Semi-Annual Contract (1-8 Times) Annual Contract (13-26 Times)
- 1-Time 4-Times 8-Times 13-Times 26-Times
- Run Dates (published biweekly) _____

Rate (per insertion)\$ _____ + Color/Web \$ _____

Artwork Enclosed Advertiser prep BCR prep*

**Artwork, photography and layout for non-camera-ready ads will be billed at cost.*

Comment/Special Request _____



Terms are net 30 days OAC. \$30 fee charged for all returned checks. Past due invoices are subject to a 2.5% monthly service fee (\$30 minimum). Buyer agrees to pay all attorney, legal and collection costs on past due invoices. Failure to complete the contracted number of ads will result in the advertiser being charged at a higher rate, based on the total number of ads run within the contract period. Ads cancelled within three days of the publish date will be billed at 100 percent. Disputes over costs, ad content or publishing errors must be made within seven days of the issue date to the publisher and any liability shall be limited to the value of the advertising space within this agreement.

Advertiser Signature _____ Date _____

Publisher Acceptance _____ Date _____

Account Representative _____

SUBSCRIPTION

- Mailed one-year subscription for \$65 (Please provide your name and mailing address below)

PAYMENT

 (please print)

- Cash Account (check with first order & approved credit application required) Credit Card # _____ Expires (Mo/Yr) _____
- Credit/Debit Card (MC/Visa/Discover/AmEx) Name on card _____ Security Code _____

Contact Name _____ Title _____ Cell Phone _____

E-mail _____ Web Site _____

Business Name _____ Phone # _____ Fax # _____

Billing Address _____ City/State _____ Zipcode _____

Credit card statement mailing address (if different from above) Address _____ City/Zip _____



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