

## 2026 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	1,696	1,526	1,357	1,187	1,018
3/4 Pg	5 Col (10") x 11.5"	1,399	1,259	1,119	979	840
1/2 Pg	4 Col* (8") x 10" or 5 col (10") x 8"	1,018	916	814	712	611
1/4 Pg	2 Col* (4") x 10" or 3 Col* (6") x 7"	551	496	441	386	331
1/8 Pg	1 Col* (2") x 10" or 2 Col* (4") x 5"	297	267	237	208	178
1/16 Pg	1 Col* (2") x 5" or 2 Col* (4") x 2.5"	159	143	127	111	95
Directories	Card: 1 Col x 3" or 2 Col x 2"	102	92	81	71	61
	Half Card: 1-Col (2") x 1.5"	54	49	43	38	32
Classified	Per 1 Column (1-1/4" wide) Inch	38	34	31	27	23

\* Smaller ads reduced 4 percent to accommodate gutters.

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

## 2025 ONLINE PRINT 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.

### NOTES

- Add 20% to above print rates for color or special position.
- Submit PDF or JPG electronic files via e-mail to: [advertising@beachcomber.news](mailto: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, American Express & Zelle 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 4/1/26



# BEACHCOMBER

## ADVERTISING AGREEMENT

**Print Ad Size**     Full Page     3/4 Page     1/2 Page  
 1/4 Page     1/8 Page     1/16 Page  
 1.5" Card     3" Card     Custom

Classified Ad     Category \_\_\_\_\_     Internet

Measurement    \_\_\_\_\_ Width    \_\_\_\_\_ Height

**Online Ad Size**     Lg Banner     Sm Banner  
 Double Box     Big Box

**Frequency** (check box)

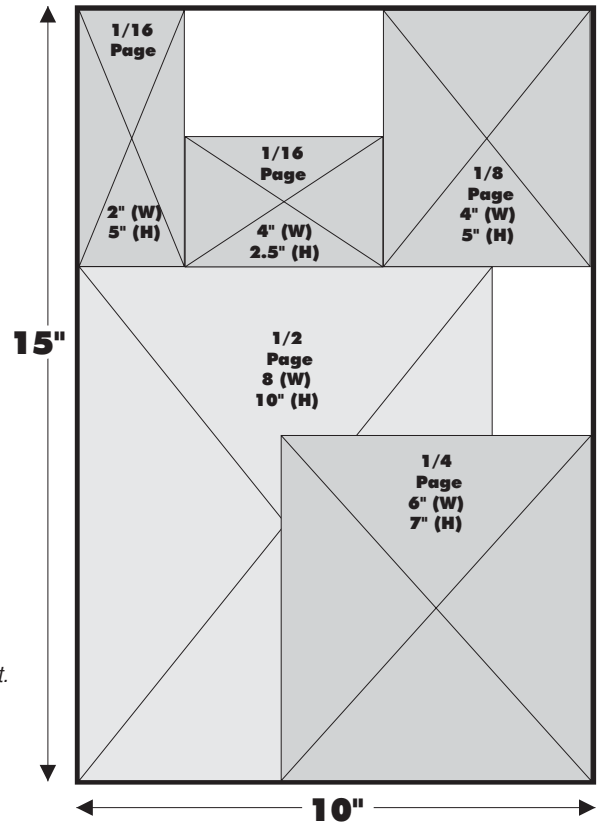
Semi-Annual Contract (1-8 Times)     Annual Contract (13-26 Times)  
 1-Time     4-Times     8-Times     13-Times     26-Times  
 Run Dates (published biweekly) \_\_\_\_\_

**Print Rate** (per insertion)    \$ \_\_\_\_\_ + Color \$ \_\_\_\_\_

**Online Rate**    \$ \_\_\_\_\_

**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 \$78 (Please provide your name and mailing address below)

**PAYMENT** (please print)

Cash     Zelle     Account (Check with 1st 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 \_\_\_\_\_