

WHY YOU SHOULD USE THE BEACHCOMBER FOR YOUR ADVERTISING MESSAGE

PRICE

- As low as \$8.79 per column inch for frequency ads
- Rates are lower than most of the local weekly newspapers; generous discounts for frequency advertisers.
- The Beachcomber newspaper is the only paper with delivery to every home and business in East Long Beach (90803, 90804, 90814, 90808 and 90815)
- Simple ad layout provided to frequency advertisers at no charge
- 30% discount for non-profit organizations
- Visa, MasterCard, Discover and American Express accepted

DISTRIBUTION

- Free circulation to 39,000 homes and businesses in East Long Beach. Other newspapers cover less than one-half our distribution area.
- Demographics include: an average household income of \$62,317; 70 percent living in owner-occupied single-family homes; 2.6 persons per household; an average age of 42 years; and 61 percent of the population over age 35.
- Total saturation of the area east of Junipero Ave. to Bloomfield Ave. in Los Alamitos and 3rd St. north to Del Amo Blvd.
- 3,000 bulk distribution covers all of ELB, plus adjoining communities of Signal Hill, Bixby Knolls, Downtown Long Beach, Lakewood, Los Alamitos and Seal Beach.
- Median home value \$402,375

EFFECTIVENESS

- The Beachcomber is owned and operated by a 38-year-old local advertising agency with an experienced staff of professionals that know what it takes to attract readers to your ad and get them to respond
- Library of 500,000-plus art images available to all advertisers
- Electronic files and formats accepted

PRODUCT

- Focus on local news of primary interest to Long Beach residents
- Columns on arts, entertainment, dining out, current events and more
- "Long Beach Treasures" contest to promote readership
- Classified advertising and neighborhood services directory at low rates
- Inserts as low as 4 cents per copy for delivery
- Special sections with discounted ad rates: health & fitness, special occasions, home improvement, dining out, travel, entertainment, home & garden, education, health & beauty, real estate, finance, holidays & automotive

PROMOTION

- Incentives to first-time advertisers to measure our effectiveness
- We routinely feature our advertisers in stories and Q&A articles
- Bulk supply of each issue provided to share with your customers