

The Lowest Rates

2018 PRINT RATES & SPECIFICATIONS

Ad Size	Dimensions (Inches)	1-3 Times	4-7 Times	8-12 Times	13-25 Times	26 Times
Full Pg	5 Columns Wide (10") x 15" High	1,300	1,170	1,040	910	780
3/4 Pg	5 Col (10") x 11.5"	1,073	965	858	751	644
1/2 Pg	4 Col* (8") x 10"	780	702	624	546	468
1/4 Pg	3 Col* (6") x 7"	423	380	338	296	254
1/8 Pg	2 Col* (4") x 5"	228	205	182	159	137
1/16 Pg	2 Col* (4") x 2.5"	122	110	98	85	73
Directories	Card*: 1 Col x 3"	NA	NA	62	55	47
	Half Card*: 1-Col (2") x 1.5"	NA	NA	33	29	25
Classified	Per 1 Column (1-1/4" wide) Inch	29	26	23	20	18

* Smaller ads reduced slightly to accommodate gutters. The above BW rates are per ad, per issue. Published biweekly (26 times per year.)
Add 20% to display ad rates for color. Add 20% to display ad rates for proportionately sized online ads.

2018 ONLINE RATES & SPECIFICATIONS

Ad Size	Dimensions (Pixels)	1-3 Mo.	4-6 Mo.	7-9 Mo.	10-12 Mo.	13-15 Mo.
Lg Banner	620 W x 150 H	520	469	374	364	312
Sm 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, 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.

Call
562/597-8000



News and Views of Greater Long Beach

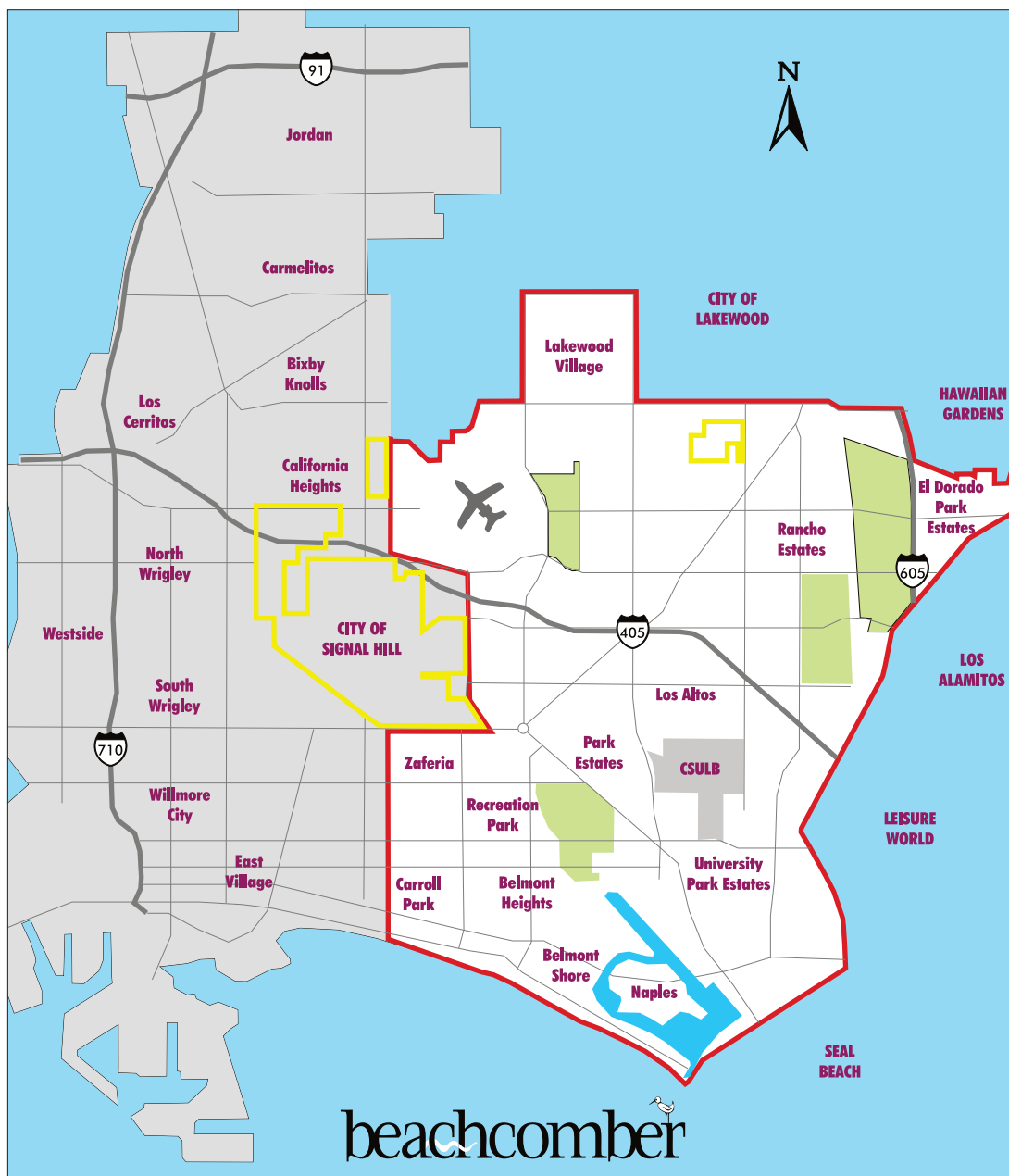
beachcomber

5199 E. Pacific Coast Hwy. #608, Long Beach, CA 90804-3364 | 562 597 8000 | fax (562) 597-9410 | advertising@beachcomber.news

The Best Coverage

- ✓ 39,000 free copies distributed every other Friday
- ✓ Total saturation delivery to homes and businesses in East Long Beach ZIPs 90803, 90804, 90808, 90814 & 90815 (white area).
- ✓ 3,000 bulk distribution copies to key locations throughout map area.
- ✓ Pages published on our website offering ad exposure to 2.9 billion Internet users worldwide.
- ✓ Our distribution delivers the entire Long Beach market to you.
- ✓ NOBODY delivers more readers (over 120,000) in our market area than the Beachcomber!
- ✓ Low-Price Guarantee: The Beachcomber will meet or beat rates from competing community newspapers for ads that are of similar size and frequency, based on the cost per 1,000 papers at current published rates.

(Offer available to new advertisers only, subject to documentation, verification and publisher's approval.)



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