

# The Lowest Rates

## 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.

Call  
**562/597-8000**



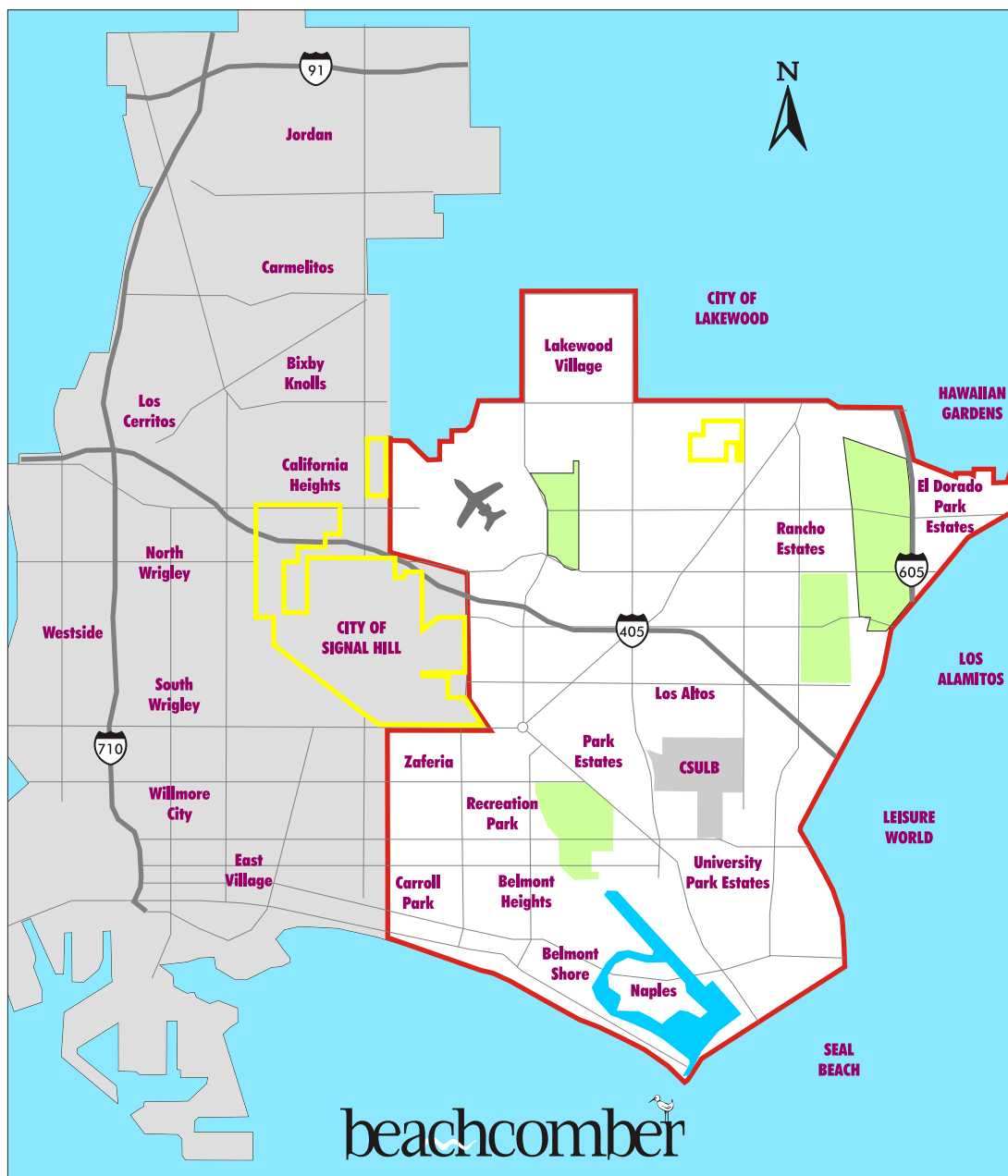
News and Views of Greater Long Beach

# beachcomber

# The Best Coverage

- ✓ 33,000 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 5 billion Internet users worldwide.
- ✓ Our distribution delivers the entire Long Beach market to you.
- ✓ NOBODY delivers more readers (more than 108,000) in our market area than the Beachcomber!
- ✓ Our online edition averaged 16,186 page views per day in 2023.
- ✓ 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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ORDER ON-LINE AT  
[www.beachcomber.news](http://www.beachcomber.news)