

HOW THE BEACHCOMBER GIVES YOU NUMEROUS WAYS TO PROMOTE YOUR BUSINESS!

NEW ADVERTISERS – Discounted 13-time rate for a minimum 8-time commitment.

SPECIAL SECTIONS – Up to 100 words of free editorial space. All editorial prepared by the advertiser and edited by us. Ads in our special sections also qualify for the 13-time rate, regardless of how many ads are placed per year.

CONTESTS SPONSOR – Twelve \$25 gift certificates (or equivalent per year) allows the advertiser to be a sponsor of both Best of Long Beach and Long Beach Treasures contests.

ADVERTORIALS – A Beachcomber writer will prepare a profile of your business – which you may edit – at the one-time retail rate for the amount of space used. Allow 20 words per column inch less the space consumed by photos. Add 20% for color. Payment required in advance of preparation.

BUY THREE, FOURTH FREE SPECIAL OFFER – Display ads purchased at the 4-time rate qualify for the purchase of three consecutive ads and getting the fourth ad free.

STAND-BY ADS – Half-price, 1-time retail rate for ready-to-go ads used to fill space. Annual agreement and a minimum of two ads per quarter required. Payment by credit card when ad runs. Specified run dates not permitted. Add 20% for color.

INSERTS – Target a specific area or our entire distribution area with your own printed materials or we will prepare the insert for you. This program is ideal for realtors with a “farm area.” Minimum 5,000 inserts quarterly.

FREE CLASSIFIEDS – Advertisers with 8-time annual agreements are entitled to a minimum of 30 words for every display ad run continuously.

PAGE ONE BANNER – 5 column by 1.5” color ad at the bottom of page one with 8-time agreement or greater. Rate is three times retail rate and includes color.

ASSOCIATION RATE – 20 percent discount for advertisers in associations such as the Long Beach Area Chamber of Commerce, Belmont Shore Business Association, East Anaheim Street Business Alliance and similar business promotion organizations.

NON-PROFIT RATE – 30 percent discount accorded to all 501c3, charitable organizations.

PROFESSIONAL COLUMNS – Editorial written by professionals (doctors, lawyers, CPAs, etc.) available at the applicable space rate with such material labeled “advertorial.”

TWO-YEAR AGREEMENTS – Advertisers are accorded a special 52-time discounted rate (10% less than 26-times).

WEBSITE ADS – Discounted banner ads and linkage to your website available online in conjunction with ads on a 13-time agreement. Add 20% to ad cost for online banner ad and linkage.

REALTOR/A&E DISCOUNTS – 13-time and 26-time rates apply, based on agreement commitment.

ADVERTISERS ALSO RECEIVE:

- 30-minutes of free ad preparation or the services of a professional advertising agency with 35-plus experience for ads requiring extensive preparation with cost estimates provided beforehand.
- Free clipart library of over 1,000,000 images and thousands of typefaces.
- A 50-square-mile door-to-door distribution of 36,000 newspapers to businesses and residents with above average disposable incomes. Separate 3,000 bulk distribution to contiguous communities.
- Bulk supplies of the paper for customer distribution in high traffic areas.
- Automatic Visa, MasterCard, Discover and American Express hassle-free payment option.

***NOTE:** Promotional rates may not be combined. For example, special section advertisers may not receive an association or non-profit discount as well.*