

Display Advertising Rates

Delivering to West Volusia's Best Households
PAID CIRCULATION • U.S. MAIL DELIVERY

**Retail/
National
Rate
\$16.25**

Retail Display

		CONTRACT DISCOUNTS:		
		13 WEEK	26 WEEK	52 WEEK
1X Run	\$11.50			
2X or More	\$10.50	\$10.00	\$9.50	\$9.00
50-99 column inches per month	\$10.00	\$9.50	\$9.00	\$8.50
100-250 column inches per month	\$9.50	\$9.00	\$8.50	\$8.00
250-plus column inches per month	\$9.00	\$8.50	\$8.00	\$7.50

ALL PRICES ARE PER COLUMN INCH: 1.5625 INCHES WIDE, 1 INCH HIGH
PICKUP RATE: Pick up ad in THE BEACON for 30% off within six days
POSITION REQUEST: 30% Extra Charge

NONPROFIT RATE: \$9.00 per column inch

Full Page - 126 column inches **Half Page** - 63 column inches
Quarter Page - 31.5 column inches **Eighth Page** - 15.75 column inches

Inserts

Fliers, brochures, etc.
delivered by mail:
\$45 per 1,000
(Heavier pieces may run higher.)

Deadline

Wednesday noon for
Monday publication;

Noon Friday for
Thursday publication

Note

Scheduled ads that do
not run are subject to a
\$25 charge. No proofs are
provided after deadline.

Ad Design & Typesetting

Free when you advertise.
No charge for proofs.

Dimensions

- mechanical requirements -

1 column	1.5625"
2 columns	3.25"
3 columns	4.9375"
4 columns	6.625"
5 columns	8.3125"
6 columns	10"

Color

- Spot colors \$75 per color
- Full Process Color: \$240

*We look forward
to providing
you with friendly,
honest and
professional service.*

Community-Newspaper Readers are Your Best Customers

Call: (386) 734-4622 • Fax: (386) 734-4641 • E-mail: adsales@beacononlinenews.com

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