

BOCA BEACON



THE OPEN RATE FOR AN AD IN THE BOCA BEACON IS \$8.83 PER COLUMN INCH

Some examples of standard ad sizes and their rates are:

This is a **2x2** Ad.

It is 2 columns, (3.25 inches wide) by 2 inches high **\$35.32 per issue**

20% - \$28.28 per week - 52 week contract
15% - \$30.04 per week - 39 week contract
10% - \$31.80 per week - 26 week contract
5% - \$33.56 per week - 13 week contract

This is a **2x3** Ad.

It is 2 columns, (3.25 inches wide) by 3 inches high **\$52.98 per issue**

20% - \$42.42 per week - 52 week contract
15% - \$45.06 per week - 39 week contract
10% - \$47.70 per week - 26 week contract
5% - \$50.34 per week - 13 week contract

This is a **2x4** Ad.

It is 2 columns, (3.25 inches wide) by 4 inches high **\$70.64 per issue**

20% - \$56.56 per week - 52 week contract
15% - \$60.08 per week - 39 week contract
10% - \$63.60 per week - 26 week contract
5% - \$67.12 per week - 13 week contract

This is a **3x3** Ad.

It is 3 columns, (5 inches wide) by 3 inches high **\$79.47 per issue**

20% - \$63.63 per week - 52 week contract
15% - \$67.59 per week - 39 week contract
10% - \$71.55 per week - 26 week contract
5% - \$75.51 per week - 13 week contract

3 column ad sizes available from 3x2 to 3x16.

COLOR

\$30 per color
\$90 Full-color

2 column ad sizes available from 2x2 to 2x8.

- Full Page Ad, (6 x 16): **\$847.68 per issue, open rate**
- 1/2 Page Ad, (6 x 8): **\$423.84 per issue, open rate**
- 1/4 Page Ad, (3 x 8 - vertical): **\$211.92 per issue, open rate**
- Inserts: **\$75 per 1,000** + postage under 1 ounce
\$90 per 1,000 over 1 ounce

This is a **4x3** Ad.

It is 4 columns, (6.75 inches wide) by 3 inches high **\$105.96 per issue**

20% - \$84.84 per week - 52 week contract
15% - \$90.12 per week - 39 week contract
10% - \$95.40 per week - 26 week contract
5% - \$100.68 per week - 13 week contract

4 column ad sizes available from 4x2 to 4x8.

You can Email ads to
On-Island Representative
jgreenberg@bocabeacon.com

Off-Island Representative
Carolinec@bocabeacon.com

Art Director
dgodwin@bocabeacon.com

Format for sending ads: **.pdf or .jpg**

This is a **6x4** Ad.

It is 6 columns, (10.25 inches wide) by 4 inches high (1/4 page - horizontal) **\$211.92 per issue**

20% - \$169.44 per week - 52 week contract
15% - \$180.24 per week - 39 week contract
10% - \$190.80 per week - 26 week contract
5% - \$201.36 per week - 13 week contract

6 column ad sizes available from 6x2 to 6x16

THE BOCA BEACON

Published every Friday
Deadline is the
FRIDAY before ad is to run

NOTE:

1 and 5 column ads are *not* available.