

BOCA BEACON

50¢



THE OPEN RATE FOR AN AD IN THE BOCA BEACON IS \$9.14 PER COLUMN INCH

Some examples of standard ad sizes and their rates are:

This is a **2x2** Ad.
Business Card size
Col. Inch

It is 2 columns, (3.25 inches wide) by 2 inches high **\$36.56 per issue**

20% - \$29.24 per week - 52 week contract
15% - \$31.08 per week - 39 week contract
10% - \$32.92 per week - 26 week contract
5% - \$34.72 per week - 13 week contract

This is a **2x3** Ad.
1/16 page
Col. Inch

It is 2 columns, (3.25 inches wide) by 3 inches high **\$54.84 per issue**

20% - \$43.86 per week - 52 week contract
15% - \$46.62 per week - 39 week contract
10% - \$49.38 per week - 26 week contract
5% - \$52.08 per week - 13 week contract

This is a **2x4** Ad.
1/12 page
Col. Inch

It is 2 columns, (3.25 inches wide) by 4 inches high **\$73.12 per issue**

20% - \$58.48 per week - 52 week contract
15% - \$62.16 per week - 39 week contract
10% - \$65.84 per week - 26 week contract
5% - \$69.44 per week - 13 week contract

This is a **3x3** Ad.
1/10 page
Col. Inch

It is 3 columns, (5 inches wide) by 3 inches high **\$82.26 per issue**

20% - \$65.79 per week - 52 week contract
15% - \$69.93 per week - 39 week contract
10% - \$74.07 per week - 26 week contract
5% - \$78.12 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): **\$877.44 per issue, open rate**
- 1/2 Page Ad, (6 x 8): **\$438.72 per issue, open rate**
- 1/4 Page Ad, (3 x 8 - vertical): **\$219.36 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.
1/8 page
Col. Inch

It is 4 columns, (6.75 inches wide) by 3 inches high **\$109.68 per issue**

20% - \$87.72 per week - 52 week contract
15% - \$93.24 per week - 39 week contract
10% - \$98.76 per week - 26 week contract
5% - \$104.16 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: **.tif, .pdf or .jpg**

This is a **6x4** Ad.
1/4 page
Col. Inch

It is 6 columns, (10.25 inches wide) by 4 inches high (1/4 page - horizontal) **\$219.36 per issue**

20% - \$175.44 per week - 52 week contract
15% - \$186.48 per week - 39 week contract
10% - \$197.52 per week - 26 week contract
5% - \$208.32 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.