

BOCA BEACON



THE OPEN RATE FOR AN AD IN THE BOCA BEACON IS \$9.46 PER COLUMN INCH

Some examples of standard ad sizes and their rates are:

This is a **2x2** Ad.
Business Card size
Columns Inches

It is 2 columns, (3.25 inches wide)
by 2 inches high **\$37.84 per issue**

20% - \$30.27 per week - 52 week contract
15% - \$32.16 per week - 39 week contract
10% - \$34.06 per week - 26 week contract
5% - \$35.95 per week - 13 week contract

This is a **2x3** Ad.
1/16 page
Columns Inches

It is 2 columns, (3.25 inches wide)
by 3 inches high **\$56.76 per issue**

20% - \$45.41 per week - 52 week contract
15% - \$48.25 per week - 39 week contract
10% - \$51.08 per week - 26 week contract
5% - \$53.92 per week - 13 week contract

This is a **2x4** Ad.
1/12 page
Columns Inches

It is 2 columns, (3.25 inches wide)
by 4 inches high **\$75.68 per issue**

20% - \$60.54 per week - 52 week contract
15% - \$64.33 per week - 39 week contract
10% - \$68.11 per week - 26 week contract
5% - \$71.90 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.

This is a **3x3** Ad.
1/10 page
Columns Inches

It is 3 columns, (5 inches wide)
by 3 inches high **\$85.14 per issue**

20% - \$68.11 per week - 52 week contract
15% - \$72.37 per week - 39 week contract
10% - \$76.63 per week - 26 week contract
5% - \$80.88 per week - 13 week contract

- Full Page Ad, (6 x 16): **\$908.15 per issue, open rate**
- 1/2 Page Ad, (6 x 8): **\$454.08 per issue, open rate**
- 1/4 Page Ad, (3 x 8 - vertical): **\$227.04 per issue, open rate**
- Inserts: **\$75 per 1,000** + postage under one (1) ounce
\$90 per 1,000 over one (1) ounce

This is a **4x3** Ad.
1/8 page
Columns Inches

It is 4 columns, (6.75 inches wide)
by 3 inches high **\$113.52 per issue**

20% - \$90.82 per week - 52 week contract
15% - \$96.49 per week - 39 week contract
10% - \$102.17 per week - 26 week contract
5% - \$107.84 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
Columns Inches

It is 6 columns, (10.25 inches wide)
by 4 inches high (1/4 page - horizontal)
\$227.04 per issue

20% - \$181.63 per week - 52 week contract
15% - \$192.98 per week - 39 week contract
10% - \$204.33 per week - 26 week contract
5% - \$215.69 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.