



BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

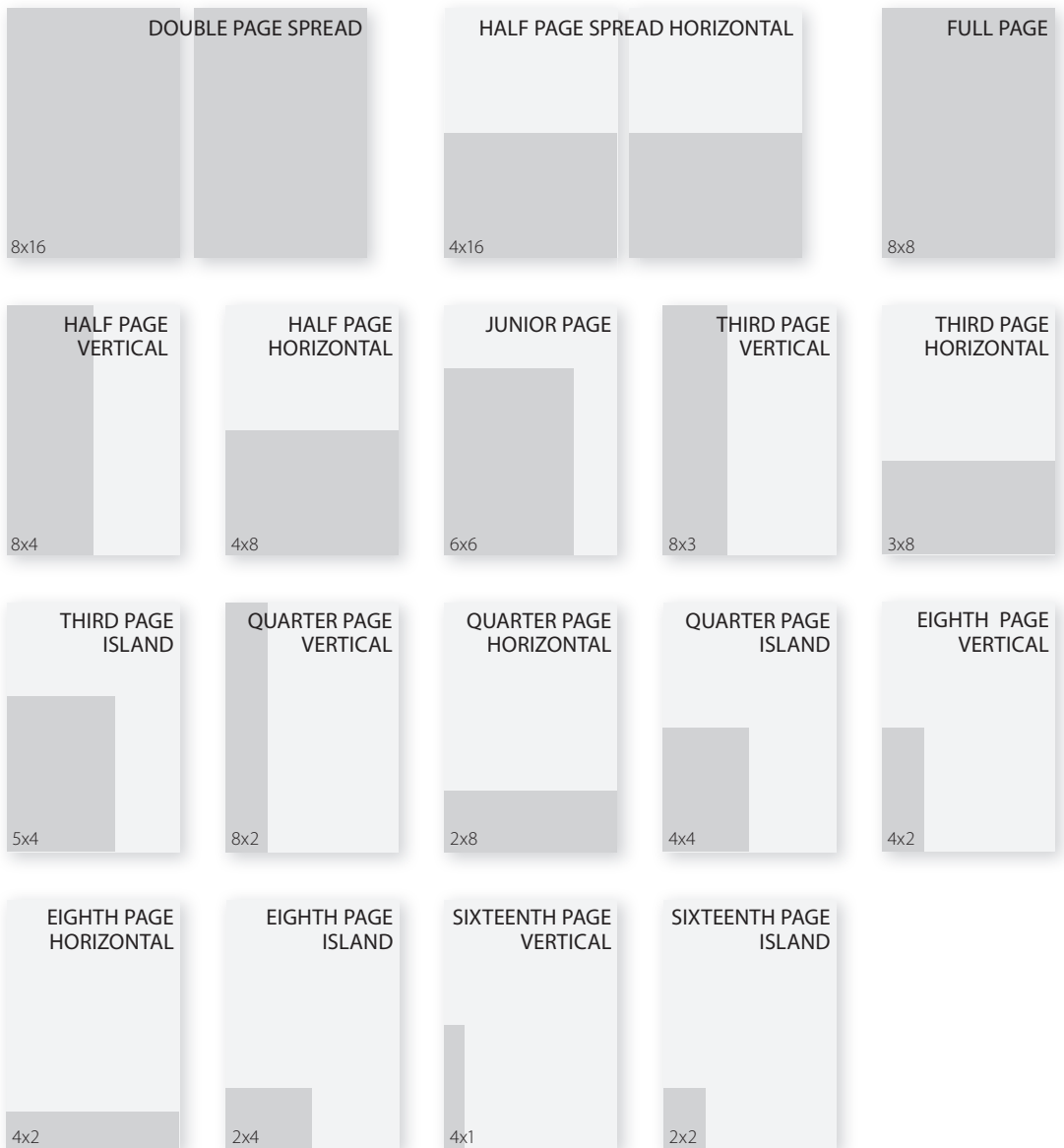
MODULAR RATECARD

Effective April 1st, 2021

Tabloid Dimensions

MODULE	1	2	3	4	5	6	7	8
Module height (mm)	44	90	136	182	228	274	320	366
Module width (mm)	30	62	94	126	158	190	222	254

Modular Advertising



Tabloid Rates

SIZE	CASUAL	2-3 INSERTS	4-5 INSERTS	6-7 INSERTS	8-9 INSERTS	10-11 INSERTS	12+ INSERTS
Double Page Spread 8x16	\$3,353.18	\$2,770.02	\$2,455.09	\$2,303.47	\$2,151.84	\$1,988.56	\$1,836.94
DPS 1/2 Horizontal 4x16	\$1,677.76	\$1,401.54	\$1,252.36	\$1,180.54	\$1,108.71	\$1,031.38	\$959.54
Full Page 8x8	\$1,646.59	\$1,384.99	\$1,227.54	\$1,151.73	\$1,075.91	\$994.27	\$918.47
Half Page 8x4, 4x8	\$838.80	\$700.77	\$626.17	\$590.27	\$554.35	\$515.67	\$479.76
1/3 Page Island 5x4	\$549.40	\$462.75	\$412.60	\$393.33	\$370.77	\$346.47	\$323.92
1/3 Page 3x8, 8x3	\$659.46	\$555.32	\$499.08	\$472.00	\$444.93	\$415.78	\$388.70
1/4 Page 8x2, 2x8, 4x4	\$522.08	\$438.78	\$393.78	\$372.12	\$350.46	\$327.13	\$305.47
1/8 Page 8x1, 4x2, 2x4	\$290.57	\$251.10	\$229.80	\$219.54	\$209.28	\$170.82	\$160.56
1/16 Page 2x2, 1x4	\$158.98	\$139.25	\$128.59	\$123.46	\$118.33	\$112.81	\$107.68
Junior Page 6x6	\$919.91	\$766.44	\$683.56	\$643.67	\$603.77	\$560.80	\$520.90

*prices plus GST

**effective 1st April 2021

Set Positions

SIZE	CASUAL	4-12 INSERTS	12+ INSERTS
FP Solus (Set Size - 2x4)	\$237.00	\$237.00	\$237.00
Weather (1x8)	\$185.00	\$170.00	\$155.00
Puzzles (1x8)	\$185.00	\$170.00	\$155.00

*prices plus GST

**effective 1st April 2021



Regular Pages & Booking Deadlines

WEDNESDAY

Booking deadline - run of paper:
12pm Friday prior

Classified:

Non-display ads: 11am day prior
Display ads: 4pm, Monday prior

FRIDAY

Booking deadline - run of paper:
12pm Tuesday prior

Classified:

Non-display ads: 11am day prior
Display ads: 4pm, Wednesday prior

Required Formats & Mechanical Details

FILE FORMATS

- The computer system is PC based
- Compact Disk (CD); email (PDF and EPS only)
- We use Imagenet's Pagestore via Jetstream for outside advertisements
- PDF/JPG(JPEG) E: production@thebeacon.co.nz

MECHANICAL DETAILS

- Web offset printing
Screen ruling 100 lines per inch
- Page size - 8x8 modular

