



BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

MODULAR RATECARD

Effective June 1st, 2023

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

DOUBLE PAGE SPREAD
8x16

HALF PAGE SPREAD HORIZONTAL
4x16

FULL PAGE
8x8

HALF PAGE VERTICAL
8x4

HALF PAGE HORIZONTAL
4x8

JUNIOR PAGE
6x6

THIRD PAGE VERTICAL
8x3

THIRD PAGE HORIZONTAL
3x8

THIRD PAGE ISLAND
5x4

QUARTER PAGE VERTICAL
8x2

QUARTER PAGE HORIZONTAL
2x8

QUARTER PAGE ISLAND
4x4

EIGHTH PAGE VERTICAL
4x2

EIGHTH PAGE HORIZONTAL
4x2

EIGHTH PAGE ISLAND
2x4

SIXTEENTH PAGE VERTICAL
4x1

SIXTEENTH PAGE ISLAND
2x2

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	\$3,706.14	\$3,061.60	\$2,713.52	\$2,545.94	\$2,378.34	\$2,197.88	\$2,030.30
DPS 1/2 Horizontal 4x16	\$1,854.36	\$1,549.07	\$1,384.18	\$1,304.80	\$1,225.41	\$1,139.94	\$1,060.94
Full Page 8x8	\$1,819.91	\$1,530.77	\$1,356.75	\$1,272.96	\$1,189.16	\$1,098.93	\$1,015.15
Half Page 8x4, 4x8	\$927.09	\$774.53	\$692.08	\$652.40	\$612.70	\$569.95	\$530.26
1/3 Page Island 5x4	\$607.23	\$511.46	\$456.03	\$434.73	\$409.79	\$382.94	\$358.01
1/3 Page 3x8, 8x3	\$728.87	\$613.77	\$551.61	\$521.68	\$491.76	\$459.54	\$429.61
1/4 Page 8x2, 2x8, 4x4	\$577.03	\$484.96	\$435.23	\$411.29	\$387.35	\$361.56	\$337.62
1/8 Page 8x1, 4x2, 2x4	\$321.15	\$277.53	\$253.98	\$242.64	\$231.30	\$188.80	\$177.46
1/16 Page 2x2, 1x4	\$175.71	\$153.90	\$142.12	\$136.45	\$130.78	\$124.68	\$119.01
Junior Page 6x6	\$1,016.74	\$847.11	\$755.51	\$711.42	\$667.32	\$619.83	\$575.73

*prices plus GST

**effective 1st June 2023

Set Positions

SIZE	RATE	4-12 INSERTS	12+ INSERTS
FP Solus (Set Size - 2x4)	\$256.00	\$256.00	\$256.00
Weather (1x8)	\$201.00	\$185.00	\$169.00
Puzzles (1x8)	\$201.00	\$185.00	\$169.00

*prices plus GST

**effective 1st June 2023



Regular Pages & Booking Deadlines

WEDNESDAY

Booking deadline - run of paper:

12pm Friday prior

Copy deadline - run of paper

10am Monday prior

Camera Ready deadline - run of paper

10am Tuesday prior

Classified:

Non-display ads: 11am day prior

Display ads: 4pm, Monday prior

FRIDAY

Booking deadline - run of paper:

12pm Tuesday prior

Copy deadline - run of paper

10am Wednesday prior

Camera Ready deadline - run of paper

10am Thursday 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

