



BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

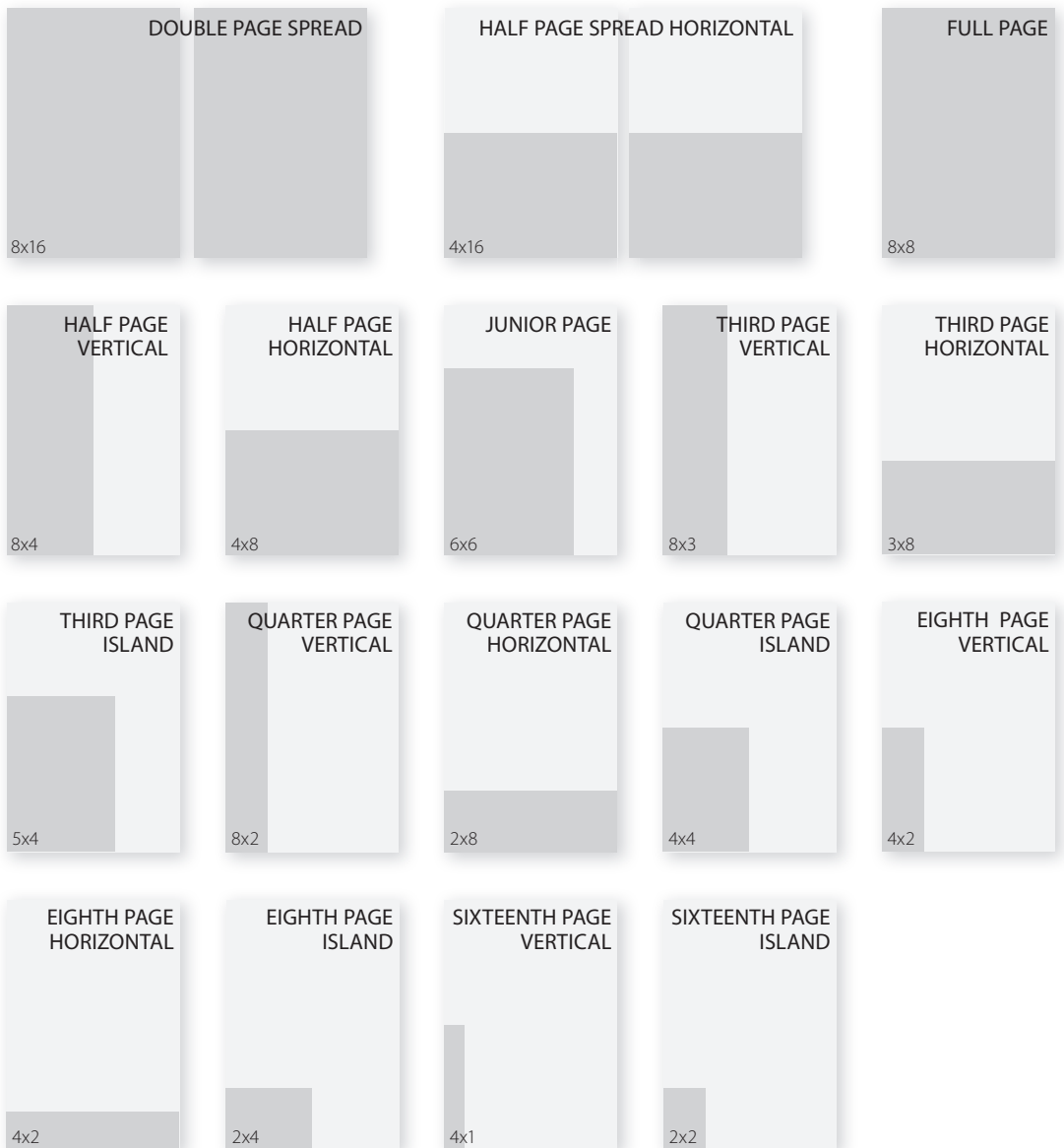
MODULAR RATECARD

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



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

