



BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

MODULAR RATECARD

Effective April 1st, 2024

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

The following table lists the dimensions for each modular advertising layout shown in the diagram:

Layout Name	Dimensions (mm)
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	\$3,820.76	\$3,156.28	\$2,797.44	\$2,624.68	\$2,451.89	\$2,265.85	\$2,093.09
DPS 1/2 Horizontal 4x16	\$1,911.71	\$1,596.97	\$1,426.98	\$1,345.15	\$1,263.30	\$1,175.19	\$1,093.75
Full Page 8x8	\$1,876.19	\$1,578.11	\$1,398.71	\$1,312.32	\$1,225.93	\$1,132.91	\$1,046.54
Half Page 8x4, 4x8	\$955.76	\$798.48	\$713.48	\$672.57	\$631.64	\$587.57	\$546.65
1/3 Page Island 5x4	\$626.01	\$527.27	\$470.13	\$448.17	\$422.46	\$394.78	\$369.08
1/3 Page 3x8, 8x3	\$751.41	\$632.75	\$568.67	\$537.81	\$506.96	\$473.75	\$442.89
1/4 Page 8x2, 2x8, 4x4	\$594.87	\$499.95	\$448.69	\$424.01	\$399.32	\$372.74	\$348.06
1/8 Page 8x1, 4x2, 2x4	\$331.08	\$286.11	\$261.83	\$250.14	\$238.43	\$194.63	\$182.94
1/16 Page 2x2, 1x4	\$181.14	\$158.65	\$146.51	\$140.67	\$134.82	\$128.53	\$122.69
Junior Page 6x6	\$1,048.18	\$873.30	\$778.87	\$733.42	\$687.95	\$639.00	\$593.53

*prices plus GST

**effective 1st April 2024

Set Positions

SIZE	RATE	4-12 INSERTS	48+ INSERTS
FP Solus (Set Size - 2x4)	\$264.00	\$264.00	\$264.00
FP Solus (2x8)	\$556.00	\$556.00	\$556.00
Weather (1x8)	\$207.00	\$190.00	\$174.00
Puzzles (1x8)	\$207.00	\$190.00	\$174.00

*prices plus GST

**effective 1st April 2024



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

