
BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939



The Eastern Bay App

CLASSIFIED RATECARD

Effective April 1st, 2024





The Eastern Bay App

RATES

CLASSIFIED
RATES

DISPLAY PER COLUMN CM - ONE RATE FOR NETT AND COMMISSION BEARING

BEACON	OPOTIKI NEWS
\$6.88	\$5.44

RUN-ON PER LINE APPROX NO. OF WORDS = 3

BEACON	OPOTIKI NEWS
\$2.84	\$1.94

CHURCH NOTICES PER COLUMN CM

BEACON	OPOTIKI NEWS
\$4.51	-

DIGITAL CLASSIFIED ADD-ON - EASTERN BAY APP

DISPLAY	LINER
\$8.70 Per week	\$4.35 per week

CLASSIFIED COLOUR COSTS

SPOT COLOUR	PROCESS COLOUR
\$10 per column	\$50

INSERTS
RATES

INSERTS OFFER YOU THE OPPORTUNITY TO CIRCULATE YOUR FLYERS WITHIN THE BEACON ON WEDNESDAY AND OPOTIKI NEWS ON THURSDAY

0-30 PAGE TABLOID	0-30 PAGE TABLOID
\$110 per 1000	\$110 per 1000

*all prices GST exclusive





CLASSIFIED DEADLINES

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BEACON	OPOTIKI NEWS
Non-display ads: 11am, day before publication Display ads: 4pm, 2 working days prior to publication	Non-display ads: 11am, day before publication Display ads: 4pm, 2 working days prior to publication

CLASSIFIED DIMENSIONS

COLUMN SIZES	1	2	3	4	5	6	7	8
Width (mm)	30	62	94	126	158	190	222	254

MECHANICAL DETAILS

- Webset offset printing - Screen ruling 100 lines per inch
- Beacon classified page size - 330mm x 254mm, 8 columns

FILE FORMATS

- The computer system is PC based
- Compact Disk (CD), USB, email (PDF and EPS only)
- We use Imagenet's Pagestore for outside advertisements
- Beacon - PDF

GENERAL CONDITIONS

- Prior to placing your advertisement, please obtain a copy of our 'General Terms and Conditions'

CANCELLATION FEE

- We have a 100% fee for advertising cancelled after the booking deadline, or for material not received by the final deadline that results in the advertising not being able to be printed.

CONTACT INFORMATION

Classified Advertising

Phone: (07) 308 8129 Ext: 846

Email: classifieds@thebeacon.co.nz

Beacon

32 Pyne Street, Whakatane 3120

PO Box 243, Whakatane 3158

GENERAL TERMS & CONDITIONS FOR ADVERTISEMENTS & NOTICES

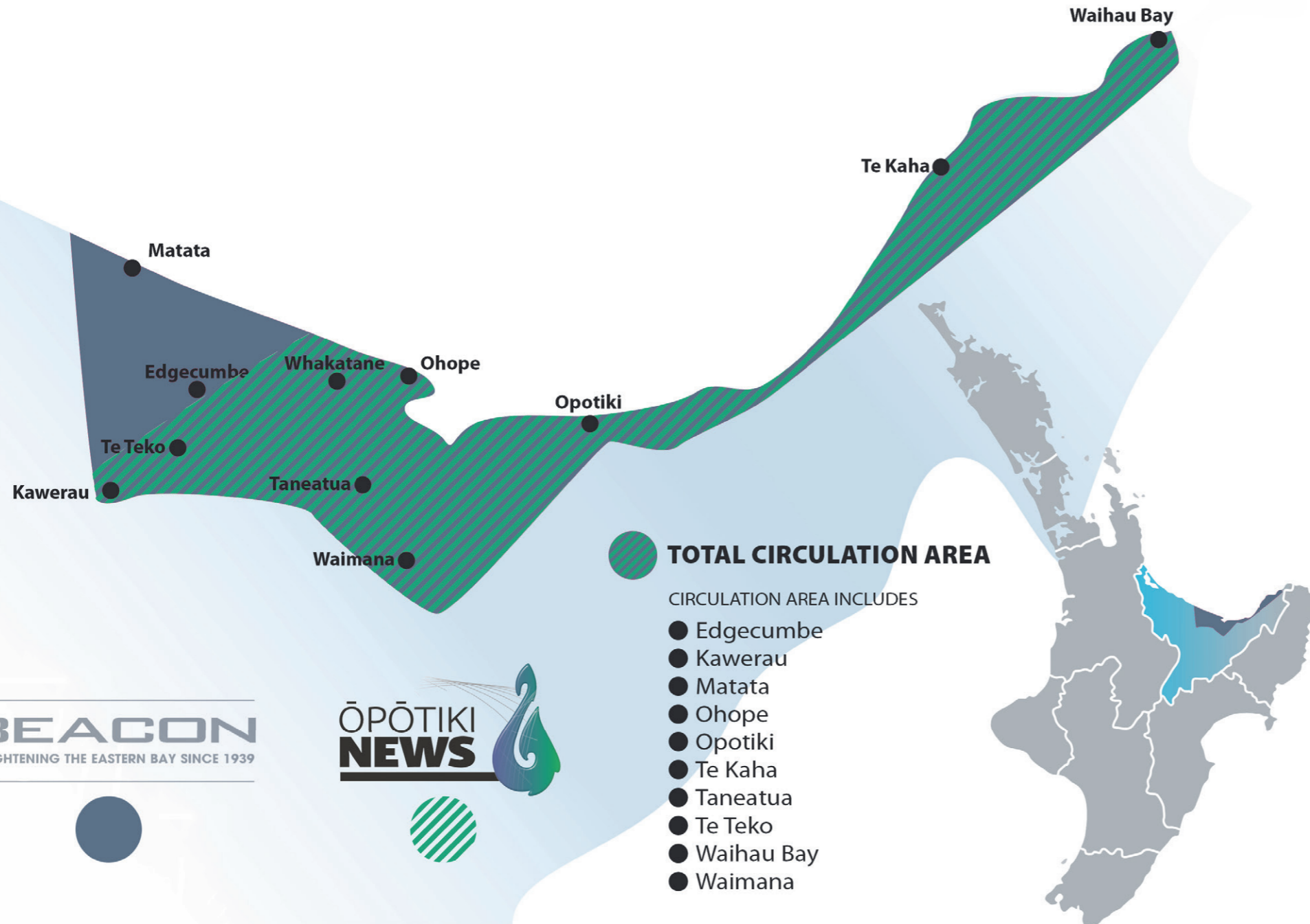
The Beacon Printing and Publishing Co Ltd (the "Company") accepts all advertisements and notices ("advertisements") for publication in The Beacon newspapers on the following conditions (which are subject to the Consumer Guarantees Act 1993): (a) the liability of the Company (including the Company's officers, employees and agents) to the Advertiser or any person for loss or damage arising directly or indirectly from any errors or inaccuracies however caused (including by negligence, system or press failure, mistake, mis-classifications, early, late or non-insertion of advertisements, or loss or delay in the delivery of replies) will be limited to the cost of the space of the advertisement; (b) it is the responsibility of the Advertiser to Advise the Company of any error within three days of the advertisement's publication and the Company is not responsible for any unnotified errors; (c) the Company accepts no responsibility for any error or inaccuracy in advertisements placed by telephone. The guarantees contained in the Consumer Guarantees Act 1993 are expressly excluded where the Advertiser acquires or holds itself out as acquiring goods or services from the Company for the purposes of a business. The Advertiser, by submitting or authorising submission of an advertisement for publication, indemnifies the Company from and against any proceedings, demands, costs, expenses, damages, penalties, judgements and liabilities of any nature taken, made or awarded against or incurred by the Company arising out of or in connection with the advertisement. The Advertiser warrants and declares that an advertisement's acceptance, use or publication will not give rise to any claims or liabilities for the Company and, in particular, that nothing in the advertisement infringes the rights of any person, is in full or in part defamatory, is in breach of copyright, trademark or other intellectual or industrial property rights, or is in breach of the provisions of any statute, regulation or rule of law. The Company reserves the right to alter, abbreviate or refuse to publish any advertisement received if, in the Company's sole opinion, it would be undesirable to publish it.

INSTRUCTIONS FOR ADVERTISEMENT

In writing requiring a signature are: engagements (both parties becoming engaged), births (a parent of the baby), deaths (person placing the notice), meetings (authorised person placing the notice).

BEACON CREDIT TERMS

Monthly accounts are due for payment by the 20th of the month. Classified casual advertising must be paid for prior to insertion.



THE BEACON

Circulation 4,798 copies

OPOTIKI NEWS

Circulation 1,650 copies

www.thebeacon.co.nz

