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# BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

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## MODULAR RATECARD

Effective April 1st, 2025

# 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 20 modular advertising layouts shown in the diagram:

| Layout Name                 | Dimensions |
|-----------------------------|------------|
| 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 | \$3,938.92 | \$3,253.89  | \$2,883.95  | \$2,705.85  | \$2,527.72  | \$2,335.92    | \$2,157.79  |
| DPS 1/2 Horizontal 4x16 | \$1,970.83 | \$1,646.36  | \$1,471.11  | \$1,386.75  | \$1,302.37  | \$1,211.53    | \$1,127.57  |
| Full Page 8x8           | \$1,934.21 | \$1,626.91  | \$1,441.96  | \$1,352.90  | \$1,263.84  | \$1,167.94    | \$1,078.90  |
| Half Page 8x4, 4x8      | \$1,026.55 | \$823.17    | \$735.54    | \$693.37    | \$651.17    | \$605.74      | \$563.55    |
| 1/3 Page Island 5x4     | \$645.37   | \$543.57    | \$484.67    | \$462.03    | \$435.52    | \$406.98      | \$380.49    |
| 1/3 Page 3x8, 8x3       | \$774.64   | \$652.31    | \$586.25    | \$554.44    | \$522.63    | \$488.40      | \$456.58    |
| 1/4 Page 8x2, 2x8, 4x4  | \$613.26   | \$515.41    | \$462.56    | \$437.12    | \$411.67    | \$384.26      | \$358.82    |
| 1/8 Page 8x1, 4x2, 2x4  | \$341.31   | \$294.95    | \$264.83    | \$257.87    | \$245.80    | \$200.64      | \$188.59    |
| 1/16 Page 2x2, 1x4      | \$186.74   | \$163.55    | \$151.04    | \$145.02    | \$138.98    | \$132.50      | \$126.48    |
| Junior Page 6x6         | \$1,080.59 | \$900.30    | \$802.95    | \$756.10    | \$709.22    | \$655.67      | \$611.88    |

\*prices plus GST

\*\*effective 1st April 2025

# 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 2025



# Regular Pages & Booking Deadlines

## WEDNESDAY

**Booking deadline - run of paper:**

12pm Thursday 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

