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# BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

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## MODULAR RATECARD

Effective April 1st, 2026

# 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 summarizes the modular advertising layouts shown in the image:

Layout Name	Dimensions (mm)
DOUBLE PAGE SPREAD	8x16
HALF PAGE SPREAD HORIZONTAL	4x16
FULL PAGE	8x8
HALF PAGE VERTICAL	8x4
HALF PAGE HORIZONTAL	4x8
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	\$4,060.74	\$3,354.52	\$2,973.14	\$2,789.53	\$2,605.89	\$2,408.16	\$2,224.52
DPS 1/2 Horizontal 4x16	\$2,031.78	\$1,697.27	\$1,516.60	\$1,342.64	\$1,342.64	\$1,249.00	\$1,162.44
Full Page 8x8	\$1,994.03	\$1,677.22	\$1,486.55	\$1,394.74	\$1,302.92	\$1,204.06	\$1,112.26
Half Page 8x4, 4x8	\$1,058.29	\$848.62	\$758.28	\$714.81	\$671.30	\$624.47	\$580.97
1/3 Page Island 5x4	\$665.32	\$560.38	\$499.65	\$448.98	\$448.98	\$419.56	\$392.25
1/3 Page 3x8, 8x3	\$798.59	\$672.48	\$604.38	\$571.58	\$569.72	\$503.50	\$470.70
1/4 Page 8x2, 2x8, 4x4	\$632.22	\$531.35	\$476.86	\$450.63	\$424.40	\$396.14	\$369.91
1/8 Page 8x1, 4x2, 2x4	\$351.86	\$304.07	\$273.02	\$265.84	\$253.40	\$206.84	\$194.42
1/16 Page 2x2, 1x4	\$192.51	\$168.60	\$149.50	\$149.50	\$143.27	\$136.59	\$130.39

\*prices plus GST

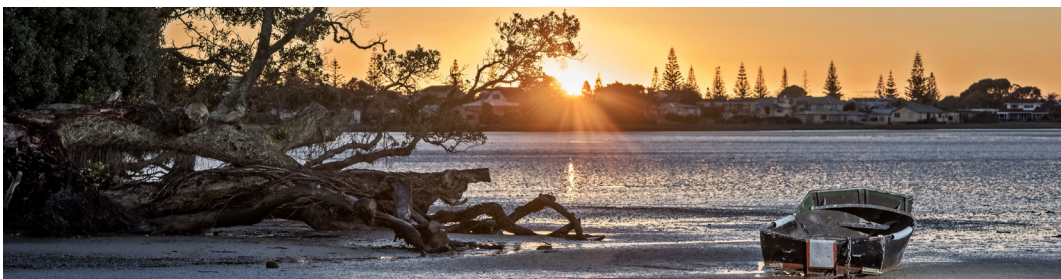
\*\*effective 1st April 2026

# 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 2026



# 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

