



Advertising Rates and Sizes

Prices effective July 2019

The *Beacon* is a monthly community newspaper which is delivered free to 23,600 letterboxes in Auckland's central west, including **Blockhouse Bay, Green Bay, New Lynn, Avondale, Rosebank, New Windsor and Lynfield** - including those marked *No Junk Mail* and *No Circulars* - with an estimated reach of 60,000.

It is also placed in selected high traffic outlets such as libraries, RSAs, community centres, retirement villages, cafes and waiting rooms, emailed to subscribers, and available on our website.

The *Beacon* is active on Facebook and in Facebook groups, reposting each month's articles to create further reach and recognition.

Since the *Beacon* began in 2016, our focus has been on creating well-informed, engaging, community-focused content to create and maintain reader loyalty, providing a trusted vehicle for our advertisers.

M 027 290 4444 | **E** kerrie@bhb.nz



Advertising Rates and Sizes

Prices effective July 2019

- Prices are per insertion and GST exclusive.
- Ads must be professionally designed.
- Sizes below are width x height in millimeters (mm)
- Please supply finished artwork at exact ad space dimensions. Save as CMYK, PDF, TIFF or JPEG at 300dpi.
- Microsoft, Powerpoint or similar files will not be accepted.
- All bookings are subject to conditions as per Beacon advertising contract.
- **Front page plus 30%**
Back page plus 15%



Enquiries

Kerrie Subritzky

Editor/Advertising
Beacon Community News
Ph 027 290 4444

Business packages and advertorials available.

Talk to Kerrie for more info.

DOUBLE PAGE SPREAD

Standard	\$2700
6 issues	\$2565
11+ issues	\$2380

Includes center margin
375x80mm

FULL PAGE

Standard	\$1450
6 issues	\$1325
11+ issues	\$1250

180x250mm

HALF PAGE

Standard	\$830
6 issues	\$780
11+ issues	\$730

180x125mm

THIRD PAGE

Standard	\$610	Tower	57x250mm
6 issues	\$590		
11+ issues	\$550		

Banner
108x80mm

Square
118x125mm

QUARTER PAGE

Standard	\$460
6 issues	\$440
11+ issues	\$415

Banner ONLY
180x60mm

SIXTH PAGE

Standard	\$350
6 issues	\$330
11+ issues	\$310

Portrait
57x125mm

Landscape
118x60mm

Banner
180x40mm

NINTH PAGE

Standard	\$265
6 issues	\$250
11+ issues	\$230

Portrait only
57x80mm

TWELFTH PAGE

Standard	\$190
6 issues	\$175
11+ issues	\$160

57x60mm

CLASSIFIED

15 words	\$20
subsequent words	.50c

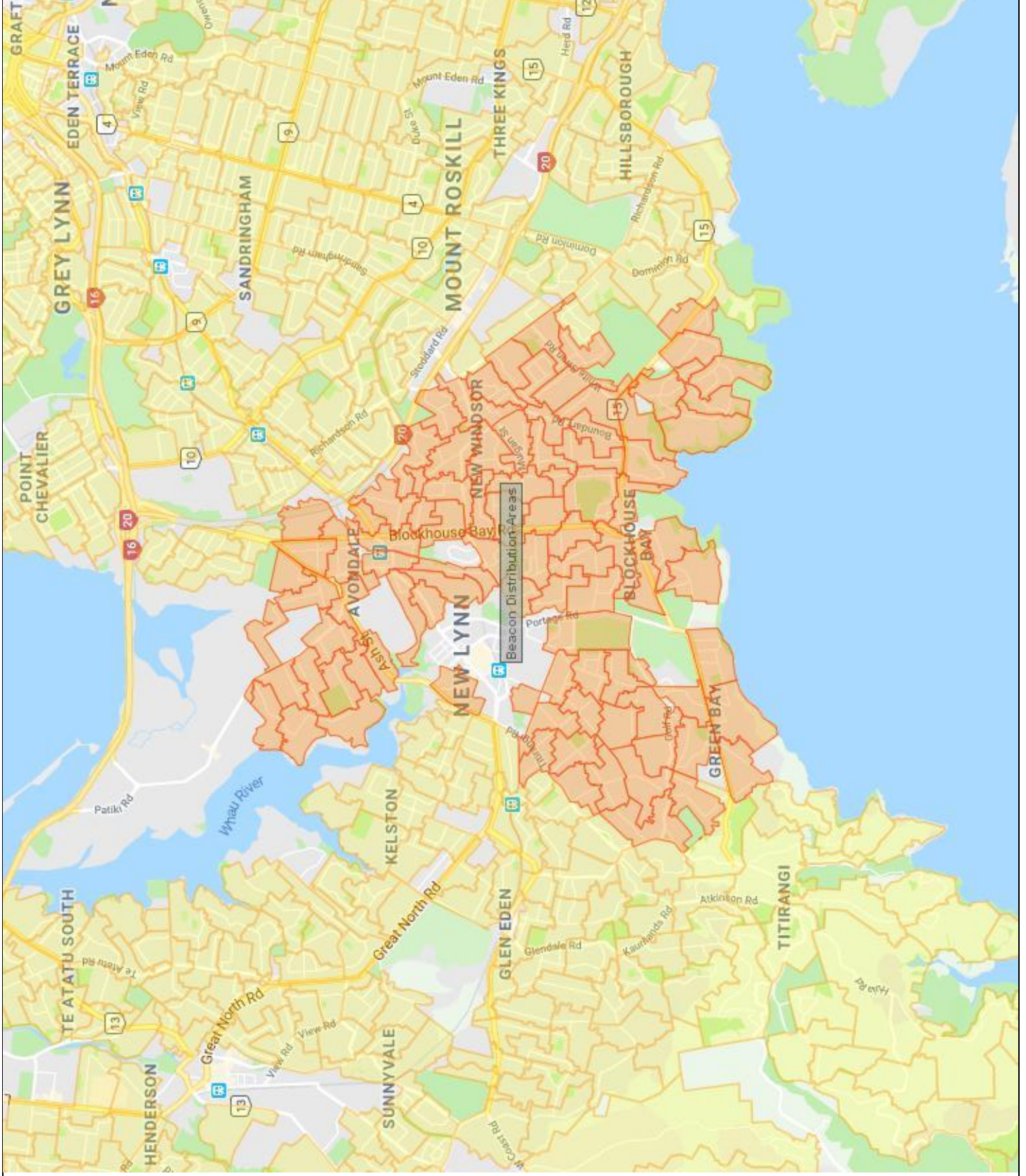
CLASSIFIED DISPLAY

Standard	\$140
6 issues	\$115
11+ issues	\$90


57x30mm

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Beacon Distribution Areas



DISTRIBUTION AREAS

 Beacon Distribution Areas

KEY FEATURES

-  Ovato Coverage
-  Water Body
-  No Delivery Area
-  Highway
-  Motorway
-  Store Locations
-  Rail



Map Published on: 24 July 2019

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For advertising and editorial enquiries contact:
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 e: kerrie@bhb.nz w: www.bhb.nz



ADVERTISING CONFIRMATION CONTRACT

Company Name: Contact:

Street address:

Postal address:

Tel: Mobile: ()..... Email:

Size of ad (circle): FP 1/2 1/3 1/4 1/6 1/9 1/12 Cost per insertion:

Number of issues: (Contract price requires minimum of 6 consecutive issues)

Months ads are to appear (delete those not applicable): Roll over until further notice?

February March April May June July August September October November December

Finished artwork being supplied? See the conditions below.

Artwork to be amended or created? See the conditions below.

If we are required to work on your advertisement, please provide a sketch of the layout and any text or images to be included.

PLEASE NOTE THESE IMPORTANT CONDITIONS:

1. Bookings or contracts made in writing, by letter or email, or verbally, directly or by telephone, will be assumed to have read and understood the following conditions:
2. If new material, or approvals for work we have done is not received in time, the *Beacon* reserves the right to use existing material or charge the advertiser for the space reserved.
3. Advertisers must book their advertisement AND supply publication-quality artwork on or before the specified deadline for each publication.
4. Suitable artwork includes CMYK, PDF, TIFF or JPG files with the correct dimensions and a minimum resolution of 300 dpi. Microsoft Word, Power Point or similar files are NOT suitable.
5. The *Beacon* can broker publication-quality artwork for advertisers for a small cost.
6. No responsibility will be taken for loss or damage to any material supplied.
7. New and/or casual advertisers are required to pay for their advertisement upon booking, for the first insertion.
8. Agency commission is over and above the advertising rates specified.
9. All advertisements are "run of paper" (RoP) unless contracted otherwise. Every effort will be made to meet requests; however, no responsibility will be taken by the *Beacon* should desired position not be achieved.
10. Should it be necessary for legal action to be taken to recover amounts owed by an advertiser, the advertiser will be liable for all costs incurred.
11. Advertising supplied in editorial format ("advertorial") is accepted only at the editor's discretion and must carry the word "Advertisement" at the top or bottom of the copy. See rate card for prices.
12. Premature cancellation of advertisements on discount (contract) rates will not be accepted.
13. All advertisements are subject to the approval of the *Beacon* which reserves the right to decline, cancel or amend (at advertiser's cost) supplied copy which does not meet the required standards.
14. While the *Beacon* will make every effort to ensure advertisements are correct, no responsibility will be taken for any errors which may occur including non-insertion, insertion of wrong material, and errors and omissions within the advertisement, including slight variations in colour.

I have read and accept the above conditions
 Name:

Signed:
 Date: