

THE COST OF AN AD IN THE BOCA BEACON IS \$7.88 PER COLUMN INCH.

Some examples of standard ad sizes and their rates are as follows:

**Published every Friday.
The Deadline is the
FRIDAY before ad is to run!**

NOTE:

1 and 5 column ads are *not* available.

This is a **2x2** Ad.

It is 2 columns, (3.25 inches wide)
by 2 inches deep. **\$31.52 per issue**

- 5% -- \$29.94 per week - 13 week contract
- 10% -- \$28.37 per week - 26 week contract
- 15% -- \$26.79 per week - 39 week contract
- 20% -- \$25.22 per week - 52 week contract

This is a **2x3** Ad.

It is 2 columns, (3.25 inches wide)
by 3 inches deep. **\$47.28 per issue**

- 5% -- \$44.92 per week - 13 week contract
- 10% -- \$42.55 per week - 26 week contract
- 15% -- \$40.19 per week - 39 week contract
- 20% -- \$37.82 per week - 52 week contract

This is a **2x4** Ad.

It is 2 columns, (3.25 inches wide)
by 4 inches deep. **\$63.04 per issue**

- 5% -- \$59.89 per week - 13 week contract
- 10% -- \$56.74 per week - 26 week contract
- 15% -- \$53.58 per week - 39 week contract
- 20% -- \$50.43 per week - 52 week contract

2 column ad sizes
available from
2x2 to 2x8.

This is a **3x3** Ad.

3 column ad sizes
available from
3x2 to 3x16.

It is 3 columns, (5 inches wide)
by 3 inches deep. **\$70.92 per issue**

- 5% -- \$67.37 per week - 13 week contract
- 10% -- \$63.83 per week - 26 week contract
- 15% -- \$60.28 per week - 39 week contract
- 20% -- \$56.74 per week - 52 week contract

- Full Page Ad, (6 x 16): **\$756.48 per issue, open rate**
- 1/2 Ad, (6 x 8): **\$378.24 per issue, open rate**
- 1/4 Ad, (3 x 8 - vertical): **\$189.12 per issue, open rate**
- Inserts: **\$75. per 1,000**

This is a **4x3** Ad.

4 column ad sizes
available from
4x2 to 4x8.

It is 4 columns, (6.75 inches wide)
by 3 inches deep. **\$94.56 per issue**

- 5% -- \$89.83 per week - 13 week contract
- 10% -- \$85.10 per week - 26 week contract
- 15% -- \$80.38 per week - 39 week contract
- 20% -- \$75.65 per week - 52 week contract

Color - **\$30.00** each color
4-color - **\$90.00** total

You can Email ads to
dgodwin@bocabeacon.com

Format for sending ads:
jpeg or pdf

This is a **6x4** Ad.

6 column ad sizes
available from
6x2 to full page.

It is 6 columns, (10.25 inches wide)
by 4 inches deep. (1/4 page - horizontal)
\$189.12 per issue

- 5% -- \$179.66 per week - 13 week contract
- 10% -- \$170.21 per week - 26 week contract
- 15% -- \$160.75 per week - 39 week contract
- 20% -- \$151.30 per week - 52 week contract