

The Beacon

Advertising Rate Card - Revised January 1, 2024

The Beacon is a nonprofit newspaper devoted to the needs of Andover and the surrounding communities. It is mailed at no charge to every Andover postal address and is available by subscription outside of Andover.

Format: Tabloid **Frequency:** Monthly, except for combined Dec/Jan issue **Circulation:** 1,650 by USPS to all Andover mailing addresses, subscribers, and local schools, businesses, etc. **Online:** An exact copy of every issue of *The Beacon*, including all its ads, is available online at AndoverBeacon.com. The website also contains this rate card and other information about *The Beacon*.

Display Advertising

Ad Deadline

15th of the month preceding month of publication.

Payment Terms

All ad charges are due when order is placed.

Multiple Run Discounts

2 or 3 issues purchased 5% discount
4, 5, or 6 issues purchased 10% discount
7, 8, or 9 issues purchased 15% discount
10, 11, or 12 issues purchased 20% discount

Andover Nonprofits

25% off the one-month rate of all ad sizes;
20% off any spot or color ad.

Other Nonprofits

20% off the one-month rate.

Display Ad Placement

Special placements (when available): \$20

Display Ad Development

Simple typesetting and layout: no charge
TIFF or PDF files (300 dpi): no charge
Scans: \$10 each.
Custom work: \$12 min., \$50/hr

Contact Us

Ad Sales (for information and to schedule):

Ads@AndoverBeacon.com

Office: 603 735-6099

Ad Creative (send ad copy here):

Steve Foley

Steve@AndoverBeacon.com

Community Publishing of Andover, Inc., PO Box 149, Andover NH 03216, (603) 735-6099, doing business as *The Beacon (The Andover Beacon)*, is not responsible for errors in ads supplied digitally or as camera-ready copy. If we make an error in an ad we prepare, we will reprint the corrected ad at no cost.

Ads cancelled after the deadline will be charged 50% of the cost of the ad.

Changes or corrections to ads after the deadline, when possible, will be charged at our rate for custom ad development.

We are not responsible for delays in delivery to our readers once *The Beacon* has been delivered to the US Postal Service. We

assume no liability beyond the cost of the ad for the consequences of *The Beacon (The Andover Beacon)* being delivered to the US Postal Service late, or not at all, for whatever reason.

Political advertising as described in NH RSA 664:14 must meet all requirements of relevant statutes, must be prepaid, and is not subject to discounts.

We reserve the right to edit, revise, or refuse any advertisement on any grounds. We assume no liability beyond the cost of the ad for the consequences of ads intentionally or accidentally omitted.

We retain copyright to all camera-ready art, text, and layout produced by our team.

Ad Rates

Black & White Ad Rates

Ad Size	1 issue	2-3 issues- 5% discount	4-6 issues- 10% discount	10-12 issues- 20% discount
1/16 page	\$26.40	\$75.24	\$142.56	\$253.44
1/8 page	\$48.40	\$137.94	\$261.36	\$464.64
3/16 page	\$67.10	\$191.23	\$362.34	\$644.16
1/4 page	\$86.90	\$247.66	\$469.26	\$834.24
1/2 page	\$174.90	\$498.46	\$944.46	\$1,679.04
Full page	\$317.90	\$906.01	\$1,727.46	\$3,051.84

One Spot Color Ad Rates

Ad Size	1 issue	2-3 issues- 5% discount	4-6 issues- 10% discount	10-12 issues- 20% discount
1/16 page	\$52.80	\$150.48	\$285.12	\$506.88
1/8 page	\$96.80	\$275.88	\$522.72	\$929.28
3/16 page	\$113.30	\$322.90	\$611.82	\$1,087.68
1/4 page	\$130.90	\$373.06	\$706.86	\$1,256.64
1/2 page	\$262.90	\$749.26	\$1,419.66	\$2,154.84
Full page	\$477.40	\$1,360.59	\$2,577.96	\$4,583.04

Full Color Ad Rates

Ad Size	1 issue	2-3 issues- 5% discount	4-6 issues- 10% discount	10-12 issues- 20% discount
1/16 page	\$92.40	\$263.34	\$498.96	\$887.04
1/8 page	\$169.40	\$482.79	\$914.76	\$1,626.24
3/16 page	\$193.60	\$551.76	\$1,045.44	\$1,858.56
1/4 page	\$217.80	\$620.73	\$1,176.12	\$2,090.88
1/2 page	\$437.80	\$1,247.73	\$2,364.12	\$4,202.88
Full page	\$795.30	\$2,266.60	\$4,294.62	\$7,634.88

Mechanical Specifications

Ad Size	Horizontal (WxH)	Vertical (WxH)	Golden (WxH)
1/16 page	5.0" x 1.75"	2.4375" x 3.625"	
1/8 page	5.0" x 3.625"	2.4375" x 7.375"	
3/16 page	5.0" x 5.5"	2.4375" x 11.125"	
1/4 page	10.125" x 3.625"	5.0" x 7.375"	7.56" x 4.56"
1/2 page	10.125" x 7.375"	5.0" x 14.875"	
Full page	10.125" x 14.875"		

NOTE: Please send B&W creative if you've purchased a B&W ad. If you send color, we will use automated conversion software to turn it to B&W. We cannot be responsible for how the ad looks after conversion.

Community Publishing of Andover, Inc.

PO Box 149, 157 Main Street

Andover, NH 03216

AndoverBeacon.com