

## 2019 Weekly Advertising Info

Effective May 1, 2019

Ad Size	Price Per Insertion		Dimensions (w x h) Orientation	
	Reg	Discount	1 Column	2 Column
1/12 Page 1 Column 3.625 x 1.375	38.00	28.50	3.625" x 1.375"	
1/8 Page 1 Column 3.625 x 2.25	57.00	42.75	3.625" x 2.250"	
1/6 Page 1 Column 3.625 x 3.125	73.00	54.75	3.625" x 3.125"	7.500" x 1.375"
1/4 Page 2 Column 7.5 x 2.25	105.00	78.75	3.625" x 4.750"	7.500" x 2.250"
1/3 Page 2 Column 7.5 x 3.125	132.00	99.00	3.625" x 6.500"	7.500" x 3.125"
1/2 Page 2 Column 7.5 x 4.75	185.00	138.75	3.625" x 9.875"	7.500" x 4.750"
2/3 Page 2 Column 7.5 x 6.5	225.00	168.75		7.500" x 6.500"
Full Page 2 Column 7.5 x 9.875	279.00	209.25		7.500" x 9.875"

### Memorial & Labor Day Color Ads

Regular Rates Apply for Black and White Ads

Ad Size	Price Per Insertion		Dimensions (w x h) Orientation	
	Reg	Discount	1 Column	2 Column
1/2 Page 2 Column 7.5 x 4.75	308.00	231.00	3.625" x 9.875"	7.500" x 4.750"
Full Page 2 Column 7.5 x 9.875	464.00	348.00		7.500" x 9.875"

### Ad Inserts

	Price	Dimensions
1 Page	495.00	8.5" x 11" or smaller

### AD SETUP & CHANGES COST

Initial ad composition is included in the price of the ad.

**Discount rates apply to 4 consecutive ads (weekly or biweekly) with NO changes.**

For changes to ads running on the discount rate, a charge of 10% of the ad rate will be made each time an ad is changed (copy or size). For example: changes to a 1/4 page ad (\$78.75 discounted rate) cost \$7.86.

### PICTURES & ART

We prefer Digital files. They can be TIFF, JPG, EPS or PDF format. Files must be 300 DPI or higher. EPS Files need to include the fonts, or have the type outlined. Artwork can be emailed to us, or brought in on a CD or Flash Drive. We can also scan photos and clean hard copy artwork.

**DEADLINE FOR DISPLAY ADS IS NOON THURSDAY**  
for the following week's issue

**THE Beacher** is published each week by Montgomery & Associates, Inc., and is delivered on Wednesdays free of charge to residents along the South East Shore of Lake Michigan. Additional copies are placed in businesses and public places in Michigan City, Beverly Shores, LaPorte and New Buffalo. The full paper is available as a print edition and online at [www.thebeacher.com](http://www.thebeacher.com).  
 Print Circulation: 4,000. Online Readership 400.

## Home Delivery Area

Long Beach • Duneland Beach  
 Shoreland Hills • Michiana Shores  
 Michiana, Michigan • Grand Beach  
 Long Beach Cove • The Shores  
 Kimball Woods • Sheridan Beach  
 (Lake Shore Drive and North to Lake only)

## ADVERTISING POLICY

**TERMS:** Political Ads, Going out of Business Ads, New Accounts and Accounts without established credit require payment in advance.



Accounts with established credit are billed on the 25th of each month for the ads run that month. Payment must be **received** prior to the 24th of the following month. A fee of 1.5% of the outstanding balance (\$1.00 minimum) is added on the 24th if payment is late. Advertising will be **cancelled** if an account is 2 months overdue.

**DISCOUNTS:** Ads running under the discount schedule described on the front page must appear in The Beacher weekly or biweekly. If two weeks pass without an ad appearing, then the discount is lost and previous bills which were based on the discount will be adjusted.

**DEADLINE:** We need ad copy, pictures, logos, or anything else for the ad in The Beacher office by noon on the Thursday prior to publication. This allows for proofs to be emailed prior to publication.

**POSITION:** Ads are randomly positioned. We feel ads that appear in a different location each week are more likely to be noticed.

**ERRORS:** It is the responsibility of the advertiser to check the ad when published and notify The Beacher of any errors. An allowance of 25% of the ad price will be made for 1 error, 100% for 2 or more errors. This allowance applies to the first time the erroneous ad is published, there is no additional adjustment if the advertiser allows the erroneous ad to continue without notifying us.