

## 2012 RETAIL RATES & SPECIFICATIONS

Ad Size	Dimensions	1-3 Times	4-7 Times	8-12 Times	13-25 Times	26 Times
<b>Full Pg</b>	5 Columns Wide (10") x 15" Deep	<b>1,490</b>	<b>1,341</b>	<b>1,207</b>	<b>1,086</b>	<b>978</b>
<b>3/4 Pg</b>	5 Col (10") x 11.5"	<b>1,229</b>	<b>1,106</b>	<b>996</b>	<b>896</b>	<b>807</b>
<b>1/2 Pg</b>	4 Col* (8") x 10" or 5 col (10") x 8"	<b>894</b>	<b>805</b>	<b>724</b>	<b>652</b>	<b>587</b>
<b>1/4 Pg</b>	2 Col* (4") x 10" or 3 Col* (6") x 6.66"	<b>484</b>	<b>436</b>	<b>392</b>	<b>353</b>	<b>318</b>
<b>1/8 Pg</b>	1 Col* (2") x 10" or 2 Col* (4") x 5"	<b>261</b>	<b>235</b>	<b>211</b>	<b>190</b>	<b>171</b>
<b>1/16 Pg</b>	1 Col* (2") x 5" or 2 Col* (4") x 2.5"	<b>140</b>	<b>126</b>	<b>113</b>	<b>102</b>	<b>92</b>
<b>Directories</b>	Card: 1 Col x 3" or 2 Col x 1.5" Half Card: 1-Col (2") x 1.5" Listing: 1-Col (2") x .75"			<b>72</b> <b>38</b> <b>27</b>	<b>65</b> <b>35</b> <b>24</b>	<b>59</b> <b>31</b> <b>22</b>
<b>Classified</b>	Per 1 Column (1-1/4" wide) Inch	<b>34</b>	<b>30</b>	<b>27</b>	<b>24</b>	<b>22</b>

\* Smaller ads reduced 4 percent to accommodate gutters.

The above rates are per ad, per issue. Published biweekly (26 times per year.)

### NOTES

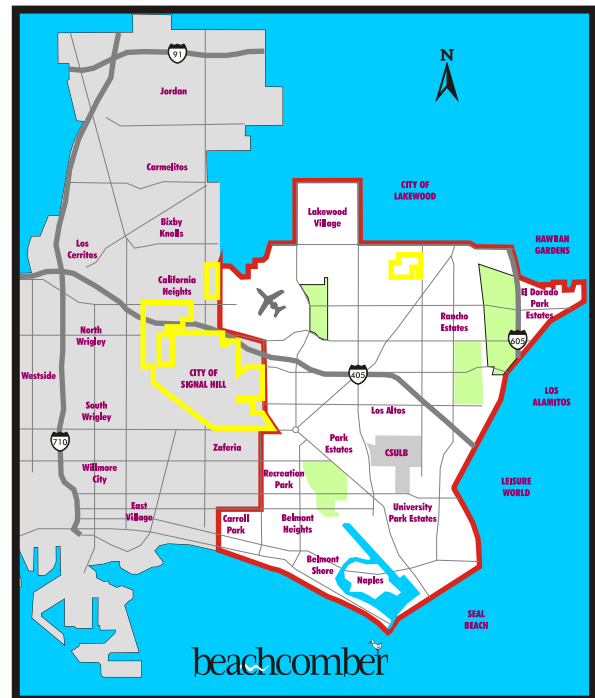
- Add 20% to above rates for color, special position or to be featured on our online web pages (minimum 8-issues; contact sales rep for details).
- Rates are for camera-ready or electronic file ads. Composition, artwork and photography, if needed, will be billed at cost.
- Rates are non-commissionable. Subtract 20% for non-profit rate.
- Payment in advance or signed insertion/purchase order required for first-time advertisers.
- All political, directory and classified advertising must be paid in advance.
- Publisher reserves the right to reject any advertisement of poor quality or deemed not suitable for a community newspaper.
- Visa, MasterCard, Discover and American Express accepted.

### CIRCULATION

42,000 copies to all households and businesses in Long Beach zip codes 90803, 90804, 90808, 90814 & 90815 covering the East Long Beach area bordered by Ocean Blvd. (south), Junipero Ave. (west), Del Amo Blvd. (north) and Bloomfield Ave. (east). Separate bulk distribution to local businesses and adjoining cities.

### SPECIFICATIONS

- Printed web offset, 100-line screen
- Submit PDF, TIF or JPG electronic files via e-mail or on PC-formatted disks.
- Native ad files must be compatible with or older than Corel Draw 15, Adobe Creative Suite 4 or Word 2007. NO QUARK!
- E-mail files to: [advertising@longbeachcomber.com](mailto:advertising@longbeachcomber.com)



### DEADLINES

Published biweekly on Fridays. Space reservations and unprepared ads are due the preceding Friday. Final art and minor edits to existing advertisements are due the preceding Monday at noon. Deliver materials to below address, weekdays, from 9 a.m. to 5 p.m.

1/1/2012



# BEACHCOMBER

## ADVERTISING AGREEMENT

### DISPLAY ADVERTISEMENT

- Ad Size**
- |                                    |                                   |                                    |
|------------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 3/4 Page | <input type="checkbox"/> 1/2 Page  |
| <input type="checkbox"/> 1/4 Page  | <input type="checkbox"/> 1/8 Page | <input type="checkbox"/> 1/16 Page |
| <input type="checkbox"/> Custom    | <input type="checkbox"/> Various  | <input type="checkbox"/> Insert    |
- Directory  3/4" Listing  1.5" Card  3" Card
- Classified Ad  Category \_\_\_\_\_  Internet
- Measurement \_\_\_\_\_ Width \_\_\_\_\_ Height

**Frequency** (check box)

- Semi-Annual Contract (1-8 Times)  Annual Contract (13-26 Times)
- 1-Time  4-Times  8-Times  13-Times  26-Times
- Run Dates (published biweekly) \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Rate** (per insertion) \$ \_\_\_\_\_ + Color/Web \$ \_\_\_\_\_

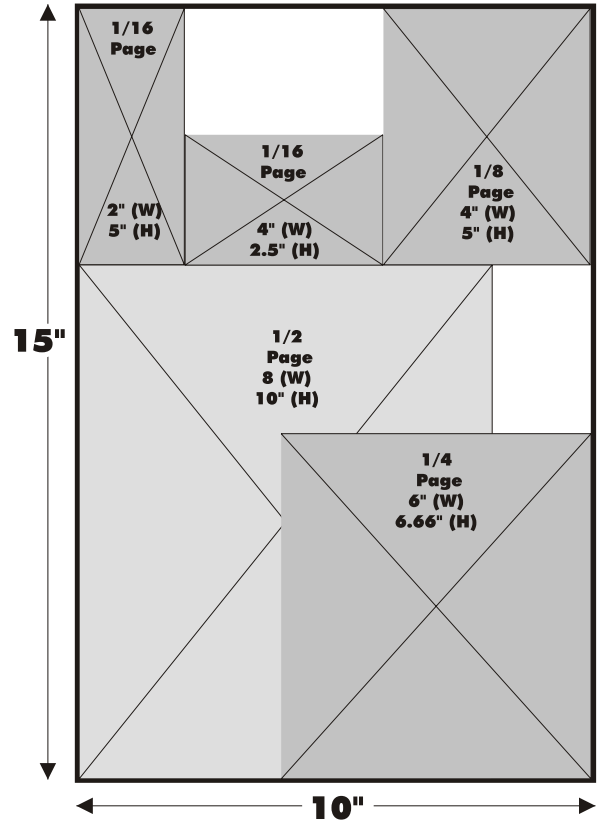
**Artwork**  Enclosed  Advertiser prep  BCR prep\*

\*Artwork, photography and layout for non-camera-ready ads will be billed at cost.

Comment/Special Request \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Terms are net 30 days OAC. \$30 fee charged for all returned checks. Past due invoices are subject to a 2.5% monthly service fee (\$30 minimum). Buyer agrees to pay all attorney, legal and collection costs on past due invoices. Failure to complete the contracted number of ads will result in the advertiser being charged at a higher rate, based on the total number of ads run within the contract period. Ads cancelled within three days of the publish date will be billed at 100 percent. Disputes over costs, ad content or publishing errors must be made within seven days of the issue date to the publisher and any liability shall be limited to the value of the advertising space within this agreement.

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_

Publisher Acceptance \_\_\_\_\_ Date \_\_\_\_\_

Account Representative \_\_\_\_\_

### SUBSCRIPTION

- Enter a one-year subscription for \$30 (Please provide your name and address below)

### PAYMENT (please print)

- Cash  Account (check with first order and approved credit application required) Credit Card # \_\_\_\_\_ Expires (Mo/Yr) \_\_\_\_\_
- Credit/Debit Card (MC/Visa/Discover/AmEx) Name on card \_\_\_\_\_ Security Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

Business Name \_\_\_\_\_ Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Billing Address \_\_\_\_\_ City/State \_\_\_\_\_ Zipcode \_\_\_\_\_



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