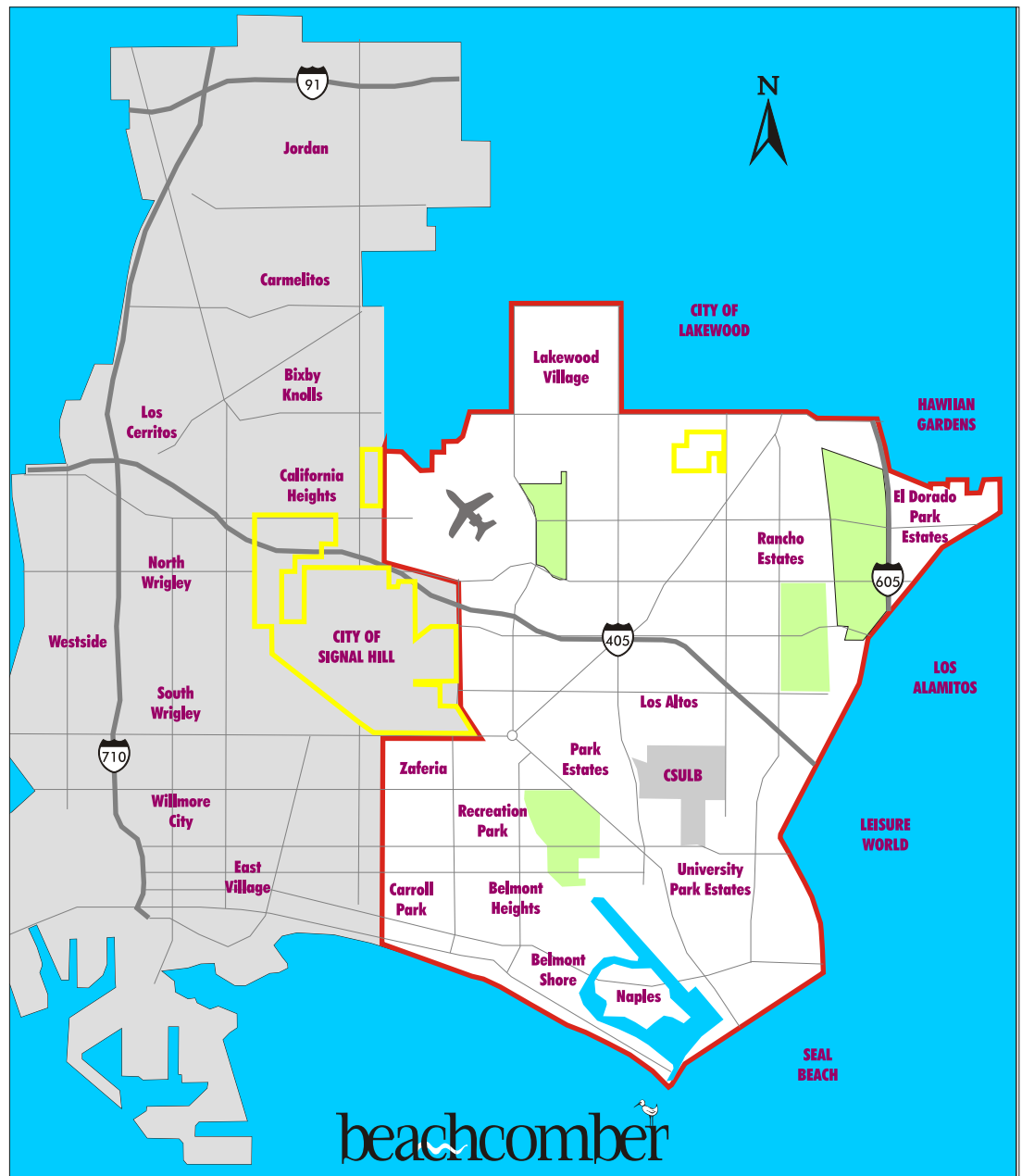


The Best Coverage

- ✓ 42,000 copies distributed every other Friday at no charge
- ✓ Total saturation delivery to homes and businesses in East Long Beach ZIPs 90803, 90804, 90808, 90814 & 90815 (white area).
- ✓ 4,000 bulk distribution copies to key locations throughout map area.
- ✓ Pages published on our website offering ad exposure to 1.7 billion Internet users worldwide.
- ✓ Our distribution delivers the entire Long Beach market to you.
- ✓ NOBODY delivers more readers (over 120,000) in our market area than the Beachcomber!
- ✓ Low-Price Guarantee: The Beachcomber will meet or beat rates from competing community newspapers for ads that are of similar size and frequency, based on the cost per 1,000 papers at current published rates.

(Offer available to new advertisers only, subject to documentation, verification and publisher's approval.)



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562/597-8000

ORDER ON-LINE AT
www.longbeachcomber.com

The Lowest Rates

2012 RETAIL RATES & SPECIFICATIONS

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

* Smaller ads reduced 4 percent to accommodate gutters. The above rates are per ad, per issue. Published biweekly (26 times per year.)



Call
562/597-8000

- ✓ The Beachcomber is the only paper with total saturation delivery throughout the upper income East Long Beach community.
- ✓ Now all pages are viewable on the Internet for exposure to 1.7 billion online users worldwide.
- ✓ As low as \$9.26 per column inch for display ads at 52-time frequency.
- ✓ Add 20 percent to above rates for color or for an additional ad on our website (minimum 8-time frequency). Subtract 20 percent from the above rates for non-profit organizations. Listed rates are non-commissionable.
- ✓ NOBODY delivers more coverage for less cost than the Beachcomber!

News and Views of Greater Long Beach

beachcomber