



# East End Beacon

news for the twin forks

631-251-7484 | [www.eastendbeacon.com](http://www.eastendbeacon.com) | P.O. Box 665, New Suffolk, NY 11956

## Hi! We're the New Kid on the Block

**M**ost newspapers will use this space to tell you they've been in business for more than 150 years. They might tell you about the boxes of lead type reporters know on with their baloney sandwich lunches in their back offices, before trudging downtown to keep their eyes on ne'er-do-wells and goings-on at town hall.

Well, here at The Beacon, we've served in such newspaper offices, and we're here to tell you that our new newspaper is committed to the best days ahead for our communities in Long Island's five East End towns, not to some trite notion of days long past. We're not your father's newspaper.

For the past four years, we've devoted our resources to putting together the most forward-thinking web-based news source on the East End, covering environmental issues, controversies at town hall, social movements, fresh local businesses, arts, music, poetry and live theater, and the importance of the Peconic Estuary to this unique community.

We've decided that now, with so much at stake for the future of our region, is the right time to launch a print edition.

The Beacon in print is a monthly publication, in order to focus our reporters' efforts on big-picture stories, giving readers the context and depth that is often lacking in the 24-hour news cycle. Our online news coverage will continue to be fresh and fully up-to-date.

We think this also has distinct benefits for advertisers — when you advertise for a month, your ad

will remain on newsstands for the full month, not just for the week that it would have run in a weekly paper. We're also a broadsheet, just about the widest format newspaper you will find, which gives your ads plenty of space to shine. And, most importantly, our display advertising rates are the best around.

As we prepare to launch our inaugural issue, with 5,000 copies to be distributed in April, we're offering a free 300x250 pixel online sidebar ad, valued at \$250, to every advertiser who signs up for print display advertising of 1/8 page or greater, to run in the months of April and/or May. Display advertisers who take smaller ads will receive a free 300x125 sidebar ad.

We are one of the few local newspapers that covers both the North and South forks, and by advertising with us, you will reach a unique and diverse demographic of literate, affluent and inquisitive readers throughout the East End.

The 400+ subscribers to our weekly Week in Review email newsletter are fiercely loyal to The Beacon. An average of 35.5 percent of readers open their email each week, twice the industry average of 17.2 percent.

Since we launched our website in June of 2013, it has been visited more than 400,000 times by more than 175,000 people, with more than 6,800 visitors currently generating 12,400 page views each month.

We have more than 2,200 Facebook followers, and a growing fan base that turns to us for in-depth, contextualized stories about the communities they know and love. We hope you'll join us in working to make The Beacon the most trusted news source on the East End of Long Island.

## Don't Forget Your Free Online Ad

# Web & Print Advertising Rates

## 2017 Print Display Advertising Rates

1/32 1/16 1/8 1/4 1/2 Full

Open	\$70	\$130	\$250	\$475	\$900	\$1,500
3X	\$60	\$110	\$200	\$375	\$725	\$1,250
6X	\$50	\$90	\$175	\$300	\$550	\$1,000
9X	\$40	\$70	\$110	\$200	\$400	\$750
12X	\$30	\$50	\$90	\$150	\$275	\$500

### Ad Sizes (in inches)

Full Page: 14x20

Half Page Vertical: 6.875x20

Junior Half Page: 9.25x13.25

Horizontal Half Page: 14x10

Vertical Quarter Page: 6.875x10

4 column horizontal 1/4 Page: 9.25x8

6 column horizontal 1/4 page: 14x5

1/8 page vertical: 5x8

1/8 page horizontal: 6.875x5

1/16 page: 5x4

1/32 page: 5x2

Full Color Ads are available for \$100 extra for full and half page ads, \$75 extra for 1/4 and 1/8 page ads and \$50 extra for 1/16 and 1/32 page ads.

Space reservations for advertising are due the third Friday of every month for the following month's issue, and ad mechanicals are due the following Wednesday.

Ad design available on request.

All color ads must be CMYK and images must be flattened. Color photos must be at 300 dpi at full size, black & white photos must be 170 dpi. All ads must be submitted in print-ready pdf form to [advertising@eastendbeacon.com](mailto:advertising@eastendbeacon.com).

## Service Directory Ads

Service Directory Ads in the East End Beacon are the most affordable way to get the word out about your business. We offer two sizes: 3" and 1.5" in-column ads.

3" ads are \$50/month w/12-month contract, \$60/month with 6-month contract and \$70/month with a 3-month contract.

1.5" ads are \$25/month w/12-month contract, \$30/month w/6 month contract and \$35/month w/3 month contract.

All print service directory ads include a free online service directory page.

## Online Ad Rates

**Header Leaderboard** – a 900 x 60 pixel banner above the header of our website. \$350 per month or \$100 per week.

**Top Sidebar Ad** – 300 x 250 pixel top sidebar ad. \$300/month or \$80/week.

**Sidebar Ad** – 300 x 250 pixel ad in the second through fourth sidebar position. \$250/month or \$75/week.

**Half-Sidebar Ad** – 300 x 125 pixel right sidebar ad. \$125/month or \$40/week.

All online ads are run of site and rotate with a maximum of two other ads.

Please submit art for online advertising at 72 dpi in JPEG format to [advertising@eastendbeacon.com](mailto:advertising@eastendbeacon.com).

### Repeat Discounts Are Available

### Direct Email Sponsorship

Become a sponsor of our Week in Review email newsletter, delivered every Sunday morning to more than 400 of our most devoted readers. Sponsorship is available for \$300 per month or \$80 per week.

**Print Classified Ads** are \$10/month for up to 20 words and \$1 per month for each additional word, and include a free online classified ad. Classifieds may be placed at [eastendbeacon.com/classifieds](http://eastendbeacon.com/classifieds)

### Paying the Bills:

Advertising must be paid for in advance, and we require that a credit card be on file for all contract advertisers. Ads may be paid for by credit card, check or cash. Non-profits receive an additional 10 percent discount.

If we are designing your ad, the first hour of ad design is free, and each additional hour will be billed at \$40/hour.

Please call Beth Young at 516-983-2939 if you have any questions.