



East End Beacon

news for the twin forks

631-251-7484 | www.eastendbeacon.com | P.O. Box 665, New Suffolk, NY 11956

Welcome to Advertising with The Beacon!

Most 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 gnaw on with their baloney sandwich lunches in their newsrooms, before they trudge 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 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 seven 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.

The Beacon in print is a monthly publication, launched in April of 2017, which focuses our reporters' efforts on big-picture stories, giving readers the context and depth that is 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 for just the week it would have run in a weekly newspaper.

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.

We are currently distributing 4,000 copies of The Beacon each month on more than 80 newsstands throughout the East End, as well as at hotels and travel hubs throughout the region.

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.

Right now is a great time to start advertising. Through the end of 2019, online ads will be a quarter the regular price when run concurrently with a print ad campaign.

The 500+ 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 half a million times by more than 250,000 people. We have more than 2,400 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 Our Online/Print Combo

Web & Print Advertising Rates

2019 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

Print 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: 4.5x8.5

1/8 page horizontal: 6.875x5

1/16 page: 4.5x5

1/32 page: 4.5x2.5

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

Reserving Space

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

Ad Specs

Color ads must be in CMYK format, with color photos at 300 dpi. Photos in black & white should be at 170 dpi. Ads should be submitted in print-ready pdf form by the third Friday of the month to advertising@eastendbeacon.com.

Complimentary in-house advertising design is available on request.

Online Ad Rates

Header Leaderboard

A 728 x 90 pixel banner above the header of our website. \$100 per week or \$350 per month.

Sidebar Ads

300 x 250 pixel ads on the right hand sidebar. \$75/week or \$250/month.

Half-Sidebar Ads

300 x 125 pixel right sidebar ad. \$40/week or \$125/month.

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

Online advertising insertions are accepted on a rolling basis throughout the month.

Direct Email Sponsorship

Become a sponsor of our Week in Review email newsletter, delivered every Sunday morning to more than 500 of our most devoted readers. Sponsorship is available for \$250 per month or \$50 per week, and consists of a 728X90 pixel leaderboard ad.

Package Ad Rates

We are offering a great deal in 2019 for advertisers who wish to target our print, online and direct email readers with one ad buy. Advertisers who purchase print advertising are eligible for 1/4 price online advertising throughout this year.

For example, when you are purchasing print ad space, you are eligible to receive a 300X250 pixel online sidebar ad for just \$62.50 per month. Advertisers who purchase this package are also eligible to add on sponsorship of our Sunday morning Week in Review for another \$62.50 per month.

To Reserve Your Space and Begin Creating Your Ad, Call 516-983-2939 or Email advertising@eastendbeacon.com