Most newspapers would 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 while eating their baloney sandwich lunches in their newsrooms 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 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 nine 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 halls, 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 continues to be fresh and fully up-to-date.

We are currently distributing 3,000 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. We think our print edition has distinct benefits for advertisers — when you advertise with us, 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 ad plenty of space to shine. And, most importantly, our display advertising rates are the best around.

Since we launched our website in June of 2013, it has been visited more than a million times by more than 250,000 people, with a growing fan base that turns to us for in-depth, contextualized stories about the communities they know and love. The 600+ subscribers to our weekly Week in Review email newsletter are fiercely loyal to The Beacon. And we’re growing, with our Peconic Bathtub and Peconic Dish websites highlighting the seas between the twin forks and the fresh local food to be found here. We hope you’ll join us as we work to make The Beacon the most trusted news source on the East End of Long Island.

Don’t Forget Our Online/Print Combo
2022 Web & Print Advertising Rates

2022 Print Display Advertising Rates

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Color
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.

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

Online Ad Rates

Header Leaderboard
A 728 x 90 pixel banner above the header of our website. $125 per week or $450 per month.

Sidebar Ads
300 x 250 pixel ads on the right hand sidebar. $100/week or $350/month.

Half-Sidebar Ads
300 x 125 pixel right sidebar ad. $50/week or $175/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 600 of our most devoted readers. Sponsorship is available for $250 per month or $50 per week, and consists of a 728X90 pixel leaderboard ad.

Digital/Print Package Ad Rates
We are offering a great deal in 2022 for advertisers who wish to target our print, online and direct email readers.
Advertisers who purchase print advertising are eligible for $100 off of header leaderboard and sidebar ads, and $50 off of half sidebar ads for the month.
Ads purchased with this package will also run on The Beacon’s sister websites, Peconic Dish & The Peconic Bathtub free of charge, and sponsorship of our Sunday morning Week in Review is available as an add-on to this package for $100 per month.

Complimentary in-house advertising design is available on request.

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