



East End Beacon

news for the twin forks

631-264-9556 | www.eastendbeacon.com | P.O. Box 665, New Suffolk, NY 11956

Welcome to Advertising with The Beacon!

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 eleven 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 1.5 million times, with a growing fan base that turns to us for in-depth, contextualized stories about the communities they know and love. The 700+ 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

2024 Web & Print Advertising Rates

2024 Print Display Advertising Rates

	1/32	1/16	1/8	1/4	1/2	Full
Open	\$80	\$150	\$300	\$550	\$1000	\$1650
3X	\$70	\$130	\$250	\$450	\$775	\$1400
6X	\$60	\$110	\$200	\$350	\$600	\$1100
9X	\$50	\$90	\$150	\$275	\$450	\$850
12X	\$40	\$70	\$110	\$200	\$325	\$600

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: 12.75x20.25

Half Page Vertical: 6.25x20.25

Junior Half Page: 8.375x13.25

Horizontal Half Page: 12.75x10

Vertical Quarter Page: 6.25x10

6 column horizontal 1/4 page: 12.75x5

1/8 page vertical: 4.125x8.5

1/8 page horizontal: 6.25x5

1/16 page: 4.125x5.25

1/32 page: 4.125x2.25

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.

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 800 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 2024 for advertisers who wish to target our print, online and direct email readers.

Advertisers who purchase print advertising are eligible for a \$200 discount of header leaderboard and sidebar ads, and a \$75 discount on 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 \$25 per week.

Complimentary in-house advertising design is available on request.

To Reserve Your Space and Begin Creating Your Ad, Call 631-264-9556 or email advertising@eastendbeacon.com