

2012 ADVERTISING RATES

DISPLAY ROP ADS

Open Rate: \$16.00 per column inch

Contract Rates:

6 consecutive weeks: \$13.50 per column inch

13 consecutive weeks: \$13.00 per column inch

26 consecutive weeks: \$12.50 per column inch

52 consecutive weeks: \$12.00 per column inch

Color: \$350.00 Full color

Pre-Printed Inserts:

Single Sheet \$55.00 per thousand

PUBLICATION DATE: Every Thursday

DEADLINES:

Space closing and ads requiring proof: Monday prior to publication date.

Camera ready materials: Tuesday prior to publication date.

MECHANICAL MEASUREMENTS

Tabloid Page: 5 columns x 16 inches (Standard Advertising Unit - SAU)

Columns	Inches
1 col.	2.06" (2-1/16")
2 col.	4.25" (4-1/4")
3. col	6.45" (6-7/16")
4 col.	8.375" (8-5/8")
5 col.	10.50" (10-13/16")

ONLINE ADVERTISING RATES

Leader Board Ads: \$300 per month - Homepage
728 X 90 pixels* \$250 per month - News Content pages
\$100 per month - Site pages

Cube Ads: \$200 per month - Homepage
300 X 250 pixels* \$150 per month - News Content pages
\$100 per month - Site pages

Large Cube Ads: \$300 per month - Homepage
460 X 300 pixels \$225 per month - News Content pages
\$150 per month - Site pages

Skyscraper Ads: \$200 per month - Homepage
160 X 600 pixels* \$150 per month - News Content pages
\$100 per month - Site pages

Double Skyscraper \$400 per month - Homepage, News, Content Site pages
320 X 600 pixels

*Standard IAB Sizes

E-mail Materials to: karen@beverlypress.com

PARK LABREA NEWS

BEVERLY PRESS

publishing since 1946

5051 Wilshire Blvd. Suite 330, Los Angeles, CA 90036

Mailing Address: P.O. Box 36036, Los Angeles, CA 90036

Phone: (323) 933-5518 • Fax (323) 933-5812