

12 Month dollar spend run of paper

Advertising Rates



Annual Spend	Beacon		Bay Weekend		Opotiki News	
	Nett	Commission	Nett	Commission	Nett	Commission
Casual	\$4.62	\$5.79	\$4.89	\$6.13	\$4.10	\$5.14
\$1000	\$2.89	\$3.59	\$3.13	\$3.94	\$2.58	\$3.21
\$2500	\$2.53	\$3.16	\$2.75	\$3.46	\$2.19	\$2.72
\$5000	\$2.19	\$2.72	\$2.38	\$2.99	\$1.96	\$2.46
\$7500	\$1.93	\$2.41	\$2.12	\$2.66	\$1.75	\$2.20
\$10,000	\$1.66	\$2.08	\$1.93	\$2.41	\$1.55	\$1.94
\$15,000	\$1.45	\$1.81	\$1.88	\$2.34	\$1.43	\$1.79
\$20,000	\$1.31	\$1.62	\$1.82	\$2.26	\$1.32	\$1.63
\$30,000	\$1.22	\$1.55	\$1.73	\$2.19	\$1.26	\$1.58
\$40,000	\$1.18	\$1.50	\$1.69	\$2.13	\$1.24	\$1.56

• Minimum size ROP and Fixed Space 6cm x 2 columns or 12cm x 1 column

Required Formats

- The computer system is PC based.
- Compact Disk (CD); email (PDF and EPS only)
- We use Imagenet's Pagestore via Jetstream for outside advertisements.
- Whakatane Beacon - PDF/JPG(JPEG)
production@whakatanebeacon.co.nz
- Bay Weekend - PDF/JPG(JPEG)
production@whakatanebeacon.co.nz
- The Opotiki News - PDF/JPG(JPEG)
production@opotikinews.co.nz

Mechanical Details

- Web offset printing -Screen ruling 100 lines per inch.
- **Whakatane Beacon page size**
55cm x 38.1cm - 10 columns
- **Bay Weekend page size**
38cm x 26.6cm - 7 columns
- **Opotiki News page size**
38cm x 26.6cm - 7 columns

General Conditions

Prior to placing your advertisement, please obtain a copy of our "General Terms and Conditions".

Colour Costs

- **Process colour:** Nett - 40% of clients normal rate min charge \$103, max charge \$412
Commission bearing - 40% of clients normal rate, min charge \$130, max charge \$515
- **Spot colour:** Nett, 20% of clients normal rate min charge \$82.50, max charge \$130
Commission bearing - 20% of clients normal rate, min charge \$103, max charge \$155

It is not always possible to provide spot or process colour on the classified pages. We will always endeavour to accommodate your colour requirements.

Cancellation Fee

We have a 100% fee for advertising cancelled after the booking deadline, or for material not received by the final deadline that results in the advertising not being able to be printed.



We also offer a competitive commercial web offset printing service. For more information, or a free, no obligation quote, please contact the Production Manager on (07) 308 8129 ext 836, or email: print@whakatanebeacon.co.nz

Display - per column cm

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$4.62	\$5.80	\$4.62	\$5.80	\$4.03	\$5.03

• Minimum: Single Column 3 x 1 - Double Column 6 x 2

Government Display Rates

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$4.35	\$5.46	\$4.36	\$5.46	\$3.67	\$4.59

Run-On - (per line - approx. no. of words = 3) minimum charge: 3 lines

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$1.97	\$2.46	\$1.97	\$2.46	\$1.40	\$1.74

Church Notices - per column cm

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$2.53	\$3.16	\$2.53	\$3.16	\$2.02	\$2.51

Classified Advertising Deadlines

Whakatane Beacon	Non display ads - 11am, day before publication Display ads - 4pm, 2 working days days prior to publication
Bay Weekend	Non display ads - 9am Friday - Display ads 4pm Thursday
Opotiki News	Non display ads - 11am, day before publication Display ads - 4pm, 2 working days days prior to publication

Run of Paper Deadlines

Publication	Booking/Sizes & ROP Copy
Whakatane Beacon	Tuesday paper - Thursday noon, Camera ready copy - Monday 9am Wednesday paper - Friday noon, Camera ready copy - Tuesday 9am Friday paper - Tuesday noon, Camera ready copy - Thursday 9am
Bay Weekend	Saturday paper - Tuesday 2pm, Camera ready copy - Thursday 4pm
Opotiki News	Tuesday paper - Thursday 10am, Camera ready copy - Friday 12pm Thursday paper - Monday 10am, Camera ready copy - Tuesday 12pm

Other Charges

Fixed Space - All issues, min size 6x2 or 12x1

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
Every Issue	\$1.49	\$1.87	-	-	\$1.43	\$1.77
Twice Week	\$1.71	\$2.14	-	-	\$1.43	\$1.77
Once Week	\$1.94	\$2.43	\$2.12	\$2.66	\$1.75	\$2.20

Fixed Positions

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$2.89	\$3.59	\$3.13	\$3.94	\$2.58	\$3.21

Guaranteed Pages

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
35% Loading						

Feature Pages

This is an inexpensive and effective way to promote your business in the Whakatane Beacon, Bay Weekend or Opotiki News.

For more information please contact the Advertising Manager on (07) 308 8129 ext 842.

Government Rates

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$2.19	\$2.72	\$2.38	\$2.99	\$1.96	\$2.46

Front Page Advertising

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
	\$4.62	\$5.79	\$4.89	\$6.13	\$4.10	\$5.14

• Acceptable sizes: Broadsheet 10 x 3 min. up to 20 x 3 max.
Tabloid 6 x 7 or 16 x 2 (two sizes only)

Inserts - A4 to 16 Page Tabloid - per 1000

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
Full circulation	\$75.00	\$93.75	\$75.00	\$93.75	\$75.00	\$93.75

• Full circulation only

Inserts - 20 Page Tabloid - plus

	Beacon		Bay Weekend		Opotiki News	
	Nett	Comm	Nett	Comm	Nett	Comm
Full circulation	\$95.00	\$118.75	\$95.00	\$118.75	\$95.00	\$118.75

• Full circulation only

Rates: Per column centimetre - All prices GST exclusive

Col	1	2	3	4	5	6	7	8	9	10
cm	3.5	7.3	11.2	15.0	18.9	22.7	26.6	30.4	34.3	38.1

Classified Advertising

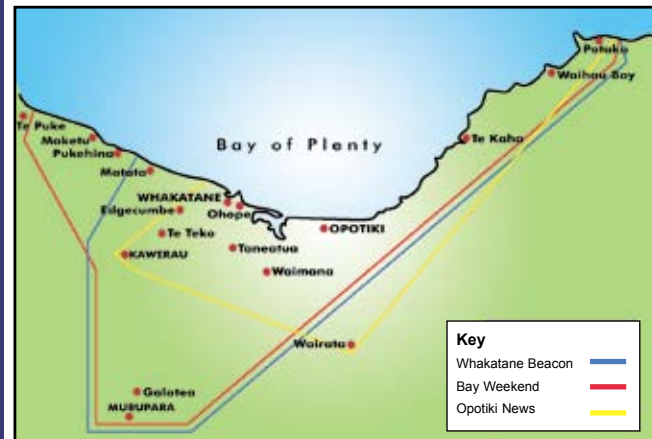
Deadlines

Eastern Bay of Plenty's
and information
essential to our

UNITY



Circulation Areas



These publications offer advertisers total coverage of the Eastern Bay of Plenty Region.

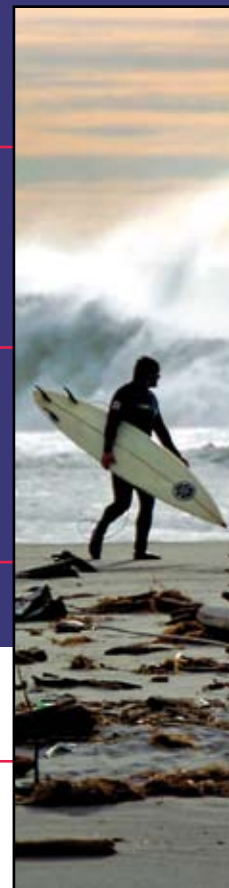
➔ **WHAKATANE BEACON**
32 Pyne Street, PO Box 243, Whakatane. 3158
Phone. 07 308 8129
Fax. 07 308 7569
production@whakatanebeacon.co.nz
 Circulation 7835 copies

➔ **BAY WEEKEND**
32 Pyne Street, PO Box 243, Whakatane. 3158
Phone. 07 308 8129
Fax. 07 308 7569
production@whakatanebeacon.co.nz
Circulation 19,400 copies

➔ **OPOTIKI NEWS**
127 Church Street, PO Box 51, Opotiki. 3162
Phone. 07 315 6106
Fax. 07 315 6494 - Classified/Editorial
Fax. 07 315 7062 - Display advertising
production@opotikinews.co.nz
 Circulation 2541 copies

➔ **BEACON PRINT LTD**
5 Pohutu Street, PO Box 243, Whakatane. 3158
Phone. 027 455 0621
print@whakatanebeacon.co.nz
Web offset printing services

www.whakatanebeacon.co.nz



Advertising Rate Card

Our company is the
leading light in news
services and

COMM



Effective from July 1, 2010

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