

**BEACON**  
ENLIGHTENING THE EASTERN BAY SINCE 1939



## CLASSIFIED RATECARD

Effective July 1st, 2020



**BEACON  
MEDIA  
GROUP**







## RATES / DEADLINES

Community  
Newspaper of the Year

.....  
Voyager Media  
Awards  
2019 & 2020

voyager. | **Media Awards 2020**  
Celebrating excellence in journalism

## CLASSIFIED RATES

### DISPLAY PER COLUMN CM - ONE RATE FOR NETT AND COMMISSION BEARING

BEACON	OPOTIKI NEWS
\$5.79	\$4.58

### RUN-ON PER LINE APPROX NO. OF WORDS =3

BEACON	OPOTIKI NEWS
\$2.39	\$1.64

### CHURCH NOTICES PER COLUMN CM

BEACON	OPOTIKI NEWS
\$3.80	-

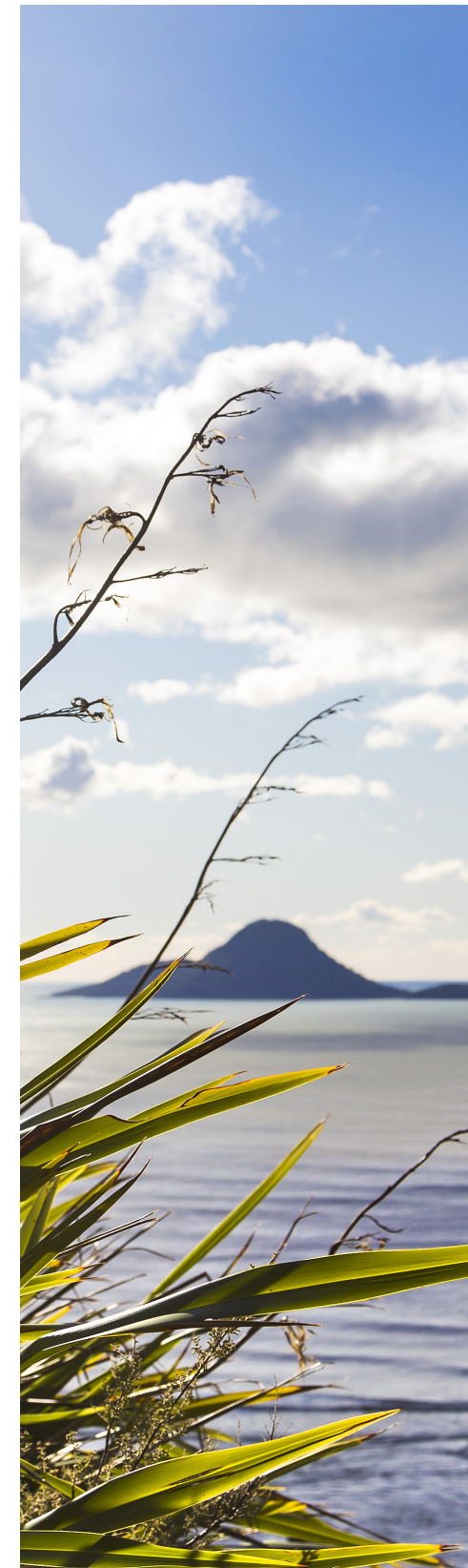
### CLASSIFIED COLOUR COSTS

SPOT COLOUR	PROCESS COLOUR
\$10 per column	\$50

### CLASSIFIED DEADLINES

BEACON	OPOTIKI NEWS
<b>Non-display ads:</b> 11am, day before publication <b>Display ads:</b> 4pm, 2 working days prior to publication	<b>Non-display ads:</b> 11am, day before publication <b>Display ads:</b> 4pm, 2 working days prior to publication

\* all prices GST exclusive





## MECHANICAL DETAILS

### CLASSIFIED DIMENSIONS

COLUMN SIZES	1	2	3	4	5	6	7	8
Width (mm)	30	62	94	126	158	190	222	254

### MECHANICAL DETAILS

- Webset offset printing  
Screen ruling 100 lines per inch
- Beacon classified page size  
330mm x 254mm, 8 columns

### FILE FORMATS

- The computer system is PC based
- Compact Disk (CD), USB, email (PDF and EPS only)
- We use Imagenet's Pagestore for outside advertisements
- Beacon - PDF

### GENERAL CONDITIONS

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

### 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.

### OPOTIKI NEWS CONTACT INFORMATION

Classified Advertising

Phone: (07) 315 6106 Ext: 702

Email: [classifieds@opotikinews.co.nz](mailto:classifieds@opotikinews.co.nz)

127 Church Street, Opotiki

## GENERAL TERMS & CONDITIONS FOR ADVERTISEMENTS & NOTICES

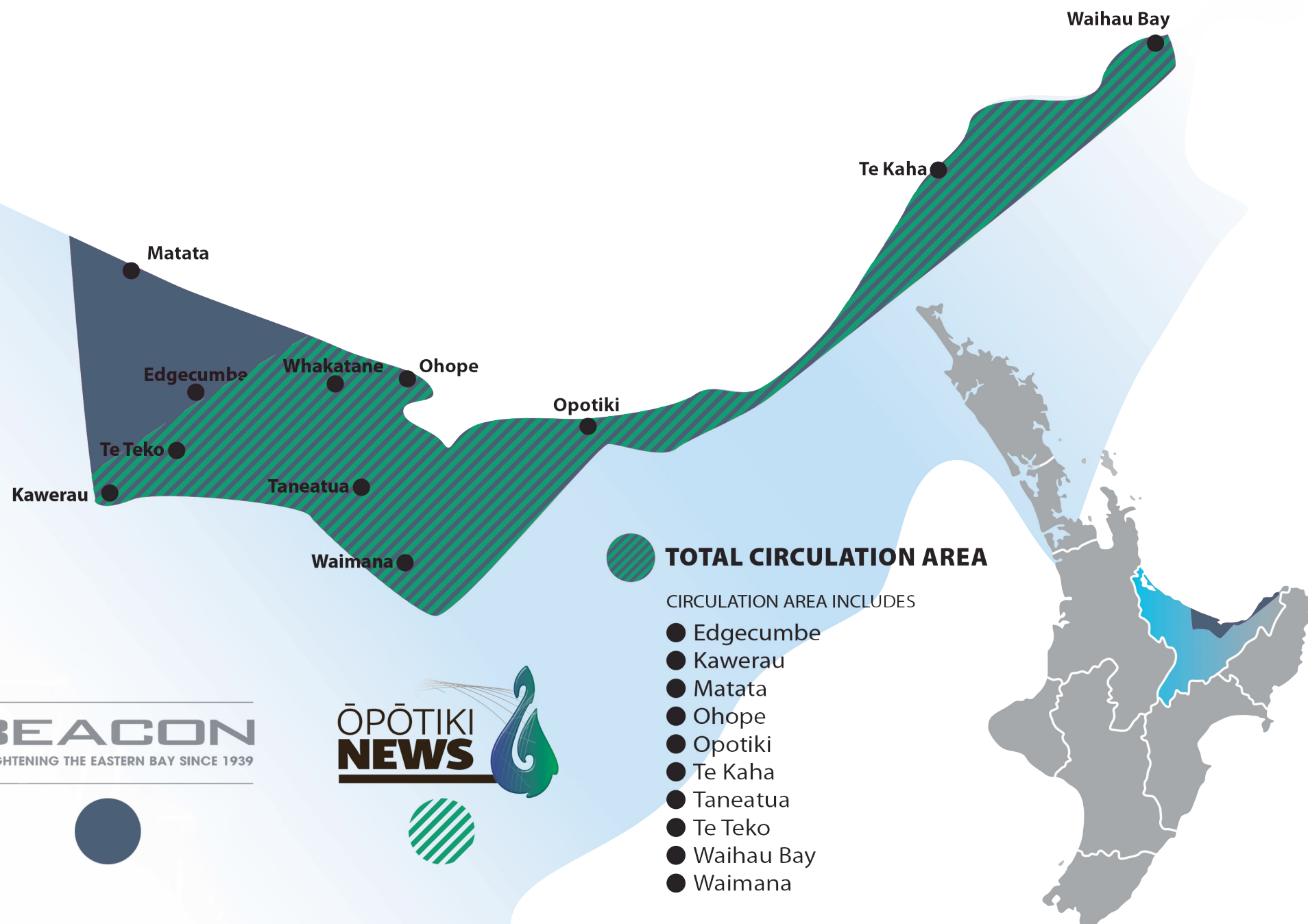
The Beacon Printing and Publishing Co Ltd (the "Company") accepts all advertisements and notices ("advertisements") for publication in The Beacon newspapers on the following conditions (which are subject to the Consumer Guarantees Act 1993): (a) the liability of the Company (including the Company's officers, employees and agents) to the Advertiser or any person for loss or damage arising directly or indirectly from any errors or inaccuracies however caused (including by negligence, system or press failure, mistake, mis-classifications, early, late or non-insertion of advertisements, or loss or delay in the delivery of replies) will be limited to the cost of the space of the advertisement; (b) it is the responsibility of the Advertiser to Advise the Company of any error within three days of the advertisement's publication and the Company is not responsible for any unnotified errors; (c) the Company accepts no responsibility for any error or inaccuracy in advertisements placed by telephone. The guarantees contained in the Consumer Guarantees Act 1993 are expressly excluded where the Advertiser acquires or holds itself out as acquiring goods or services from the Company for the purposes of a business. The Advertiser, by submitting or authorising submission of an advertisement for publication, indemnifies the Company from and against any proceedings, demands, costs, expenses, damages, penalties, judgements and liabilities of any nature taken, made or awarded against or incurred by the Company arising out of or in connection with the advertisement. The Advertiser warrants and declares that an advertisement's acceptance, use or publication will not give rise to any claims or liabilities for the Company and, in particular, that nothing in the advertisement infringes the rights of any person, is in full or in part defamatory, is in breach of copyright, trademark or other intellectual or industrial property rights, or is in breach of the provisions of any statute, regulation or rule of law. The Company reserves the right to alter, abbreviate or refuse to publish any advertisement received if, in the Company's sole opinion, it would be undesirable to publish it.

## INSTRUCTIONS FOR ADVERTISEMENT

In writing requiring a signature are: engagements (both parties becoming engaged), births (a parent of the baby), deaths (person placing the notice), meetings (authorised person placing the notice).

## BEACON CREDIT TERMS

Monthly accounts are due for payment by the 20th of the month. Classified casual advertising must be paid for prior to insertion.



**THE BEACON**

ABC Audited Circulation 6,010 copies

**OPOTIKI NEWS**

ABC Audited Circulation 2,042 copies

[www.thebeacon.co.nz](http://www.thebeacon.co.nz)

