



**MODULAR RATECARD**

**BEACON**  
ENLIGHTENING THE EASTERN BAY SINCE 1939





# BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939

## MEDIA OVERVIEW

Community  
Newspaper of the Year

Voyager Media  
Awards  
2019 & 2020

voyager. | Media Awards 2020  
Celebrating excellence in journalism

Frank Veale Award  
Best Community  
Newspaper

CNA Award  
2019 & 2020



## THE BEACON

The Beacon is produced as a paid tabloid newspaper and is published weekly on Wednesdays and Fridays.

The Beacon offers our readers quality reporting and articles on general news, travel, motoring, farming, business, entertainment and sport.

The Beacon is delivered in the Eastern Bay to Whakatane, Ohope, Edgecumbe, Matata, Kawerau and Opotiki.

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



## REGULAR PAGES & BOOKING DEADLINES

### Wednesday

**Regular pages:**  
Sport  
Business  
Gardening  
Puzzles  
Rural  
Weather

**Booking deadline - run of paper:**  
12pm Friday prior

**Classified:**  
Non-display ads:  
11am day prior  
Display ads:  
4pm, Monday prior

### Friday

**Regular pages:**  
Sport  
Arts, Entertainment,  
Puzzles  
Weather  
Motoring

**Booking deadline - run of paper:**  
12pm Tuesday prior

**Classified:**  
Non-display ads:  
11am day prior  
Display ads:  
4pm, Wednesday prior

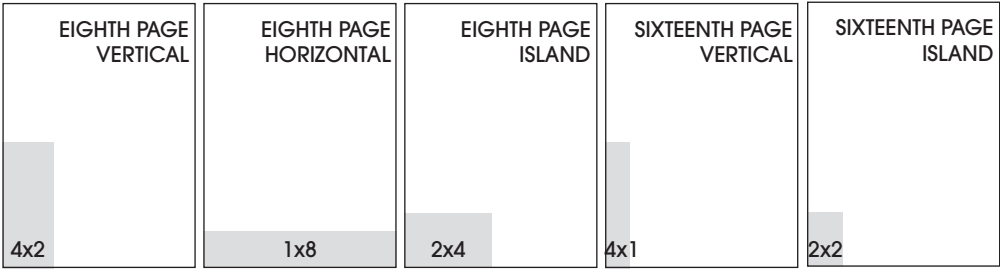
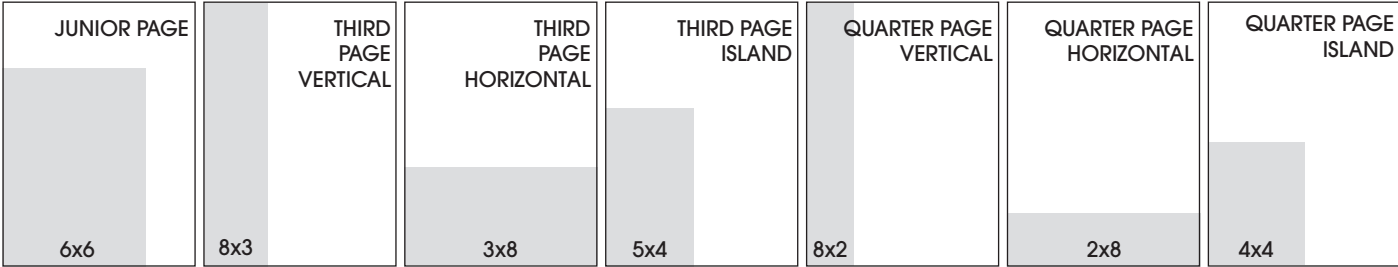
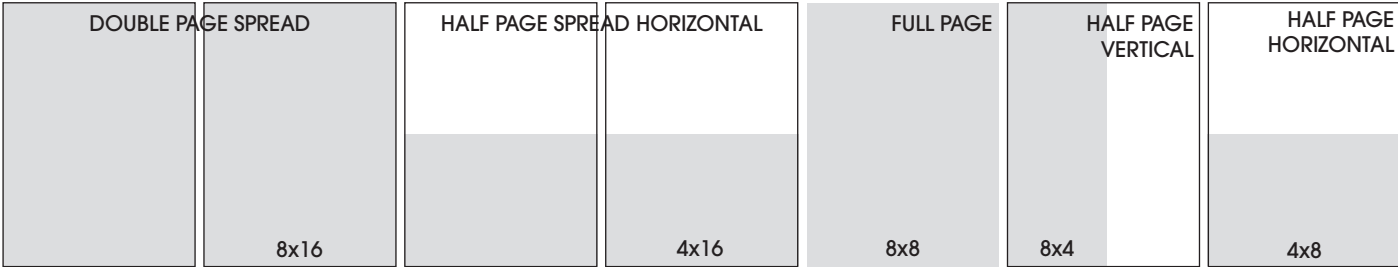


MODULAR DIMENSIONS

TABLOID  
DIMENSIONS

MODULE	1	2	3	4	5	6	7	8
Module Height (mm)	44	90	136	182	228	274	320	366
Module Width (mm)	30	62	94	126	158	190	222	254

MODULAR  
ADVERTISING



RATES

Across the week  
40% of people 15+  
in the Beacon  
circulation area  
read the Beacon

TABLOID

RATES

SIZE	UNITS	CASUAL RATE	2-3 INSERTS	4-5 INSERTS	6-7 INSERTS	8-9 INSERTS	10-11 INSERTS	12+ INSERTS
Double page spread	DPS - 8x16	\$3,255.52	\$2,689.34	\$2,383.59	\$2,236.38	\$2,089.17	\$1,930.65	\$1,783.44
DPS 1/2 Horizontal	LDPS - 4x16	\$1,628.90	\$1,360.72	\$1,215.89	\$1,146.16	\$1,076.42	\$1,001.34	\$931.60
Full page	8x8	\$1,627.76	\$1,344.66	\$1,191.79	\$1,118.19	\$1,044.58	\$965.32	\$891.72
Half Page	8x4, 4x8	\$814.41	\$680.36	\$607.94	\$573.08	\$538.21	\$500.66	\$465.79
1/3 page (island)	5x4	\$533.40	\$449.28	\$400.59	\$381.88	\$359.98	\$336.38	\$314.49
1/3 page	3x8, 8x3	\$640.26	\$539.15	\$484.55	\$458.26	\$431.98	\$403.67	\$377.38
1/4 page	8x2, 2x8, 4x4	\$506.88	\$426.00	\$382.32	\$361.29	\$340.26	\$317.61	\$296.58
1/8 page	8x1, 4x2, 2x4	\$282.11	\$243.79	\$223.11	\$213.15	\$203.19	\$165.85	\$155.89
1/16 page	2x2, 1x4	\$154.35	\$135.20	\$124.85	\$119.87	\$114.89	\$109.53	\$104.55
Junior Page	6x6	\$893.12	\$744.12	\$663.66	\$624.93	\$586.19	\$544.47	\$505.73

\*prices plus GST  
\*\*effective 1st July, 2020

SET POSITIONS

SIZE	CASUAL RATE	4-12 INSERTS	12+ INSERTS
FP Solus (Set Size)	\$275.00	\$250.00	\$230.00
Weather (1x8)	\$180.00	\$165.00	\$150.00
Puzzles (1x8)	\$180.00	\$165.00	\$150.00

\*prices plus GST  
\*\*effective 1st July, 2020





## OPOTIKI NEWS OVERVIEW

The Opotiki News is a paid tabloid newspaper published Thursdays.

The Opotiki News features regular columns, community information, TV Guide, Real Estate, Arts and Entertainment.

It is a long standing and highly regarded publication in the Opotiki district.

### REGULAR PAGES & BOOKING DEADLINES

#### Thursday

##### Regular pages:

General News  
Sport  
What's on  
At Your Service

##### Booking deadline - run of paper:

10am Monday prior

##### Classified:

Non-display ads:  
11am day prior  
Display ads:  
4pm, Tuesday prior



## REAL ESTATE TABLOID OVERVIEW

Published every Friday and delivered inside the Beacon.

A comprehensive showcase on properties for sale in the Eastern Bay of Plenty.

- Licensed Real Estate Agents only
- Half and full page bookings accepted.

### BOOKING DEADLINES

##### Booking deadline:

10am Tuesday prior







# OPŌTIKI NEWS

## RATES

TABLOID

RATES

SIZE	UNITS	CASUAL RATE	2-3 INSERTS	4-5 INSERTS	6-7 INSERTS	8-9 INSERTS	10-11 INSERTS	12+ INSERTS
Double page spread	DPS - 8x16	\$2,590.40	\$2,126.39	\$1,889.06	\$1,769.86	\$1,650.66	\$1,531.47	\$1,345.22
DPS 1/2 Horizontal	LDPS - 4x16	\$1,401.63	\$1,169.62	\$1,050.42	\$990.82	\$931.23	\$871.63	\$779.04
Full page	8x8	\$1,295.20	\$1,063.19	\$944.00	\$884.40	\$824.80	\$765.20	\$672.61
Half Page	8x4, 4x8	\$705.60	\$503.39	\$520.42	\$489.56	\$457.63	\$426.77	\$377.81
1/3 page (island)	5x4	\$374.62	\$317.15	\$287.35	\$273.51	\$257.55	\$242.65	\$220.30
1/3 page	3x8, 8x3	\$486.37	\$407.61	\$366.10	\$345.88	\$325.66	\$305.44	\$273.51
1/4 page	8x2, 2x8, 4x4	\$437.41	\$367.17	\$332.05	\$313.96	\$295.86	\$277.77	\$250.10
1/8 page	8x1, 4x2, 2x4	\$240.52	\$209.66	\$193.69	\$185.18	\$176.67	\$168.15	\$156.45
1/16 page	2x2, 1x4	\$160.70	\$144.74	\$136.22	\$131.97	\$127.71	\$123.45	\$118.13

\*prices include colour plus GST

\*\*effective 1st July, 2020

Life beyond  
the big smoke

Newspapers  
help regional  
New Zealanders make  
purchasing  
decisions



# BEACON

ENLIGHTENING THE EASTERN BAY SINCE 1939



## REQUIRED FORMATS & MECHANICAL DETAILS

### File 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
- The Beacon - PDF/JPG(JPEG) E: production@thebeacon.co.nz
- Opotiki News - PDF/JPG(JPEG) E: production@thebeacon.co.nz

### Mechanical details

- Web offset printing  
Screen ruling 100 lines per inch
- The Beacon page size - 8 x 8 modular
- Opotiki News page size - 8 x 8 modular

**77%**

of readers agree  
newspapers are  
their most trusted  
source of news and  
information

**71%**

of readers agree  
newspapers help  
them form  
opinions

**65%**

of readers agree  
newspapers help you  
find out about the  
latest/new products  
available



## 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.

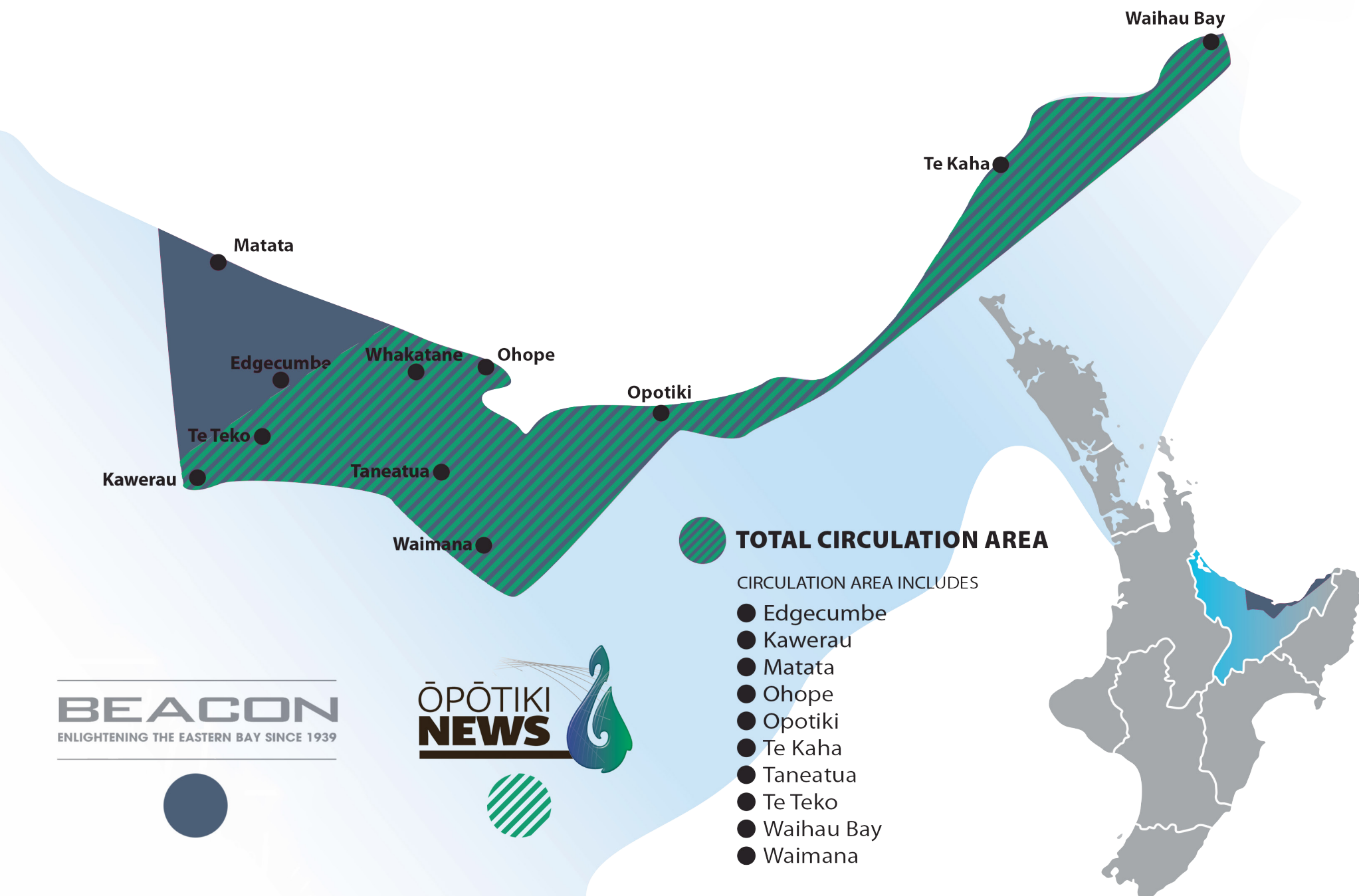
## INSTRUCTIONS FOR ADVERTISEMENT

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.

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



**THE BEACON**

ABC Audited Circulation 6,010 copies

**OPOTIKI NEWS**

ABC Audited Circulation 2,042 copies



# Contact Information



## THE BEACON

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Erin Hedges - **Production Manager**

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Julie Taylor - **Circulation Supervisor**

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National - **Advertising**

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E: advertising@thebeacon.co.nz

**Classified Advertising**

P: 308 8129 ext 846

E: classifieds@thebeacon.co.nz

## OPOTIKI NEWS

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Rufus Dempsey - **Advertising Manager**

P: 315 6106

E: production@opotikinews.co.nz

## OFFICE LOCATIONS

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### The Beacon

32 Pyne Street, Whakatane 3120

PO Box 243, Whakatane 3158

P: 07 308 8129

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

F: [www.facebook.com/WhakataneBeacon](https://www.facebook.com/WhakataneBeacon)

### Opotiki News

Church Street, Opotiki

PO Box 51, Opotiki

P: 07 315 6106

E: [production@opotikinews.co.nz](mailto:production@opotikinews.co.nz)

NEWSPAPERS  
DRIVE HIGHER  
ATTENTION

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