



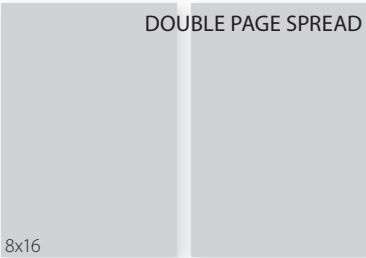
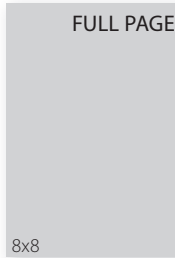
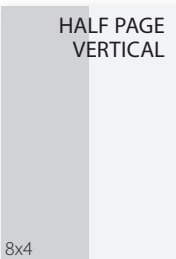
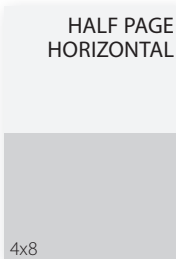
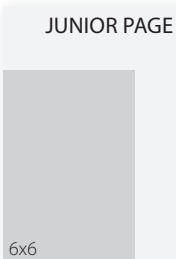
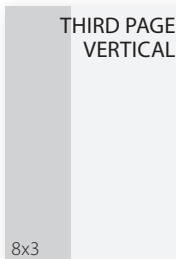
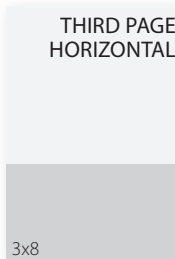
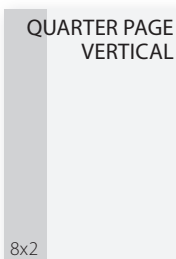
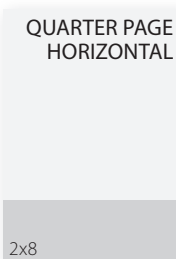
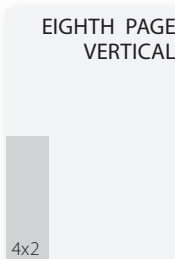
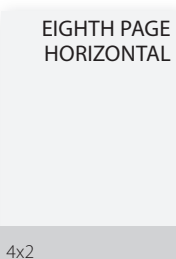
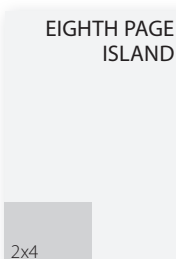
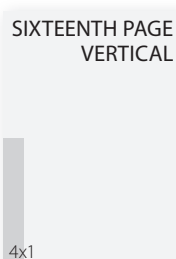
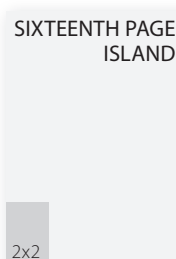
MODULAR RATECARD

Effective June 1st, 2023

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

DOUBLE PAGE SPREAD  8x16	HALF PAGE SPREAD HORIZONTAL  4x16	FULL PAGE  8x8		
HALF PAGE VERTICAL  8x4	HALF PAGE HORIZONTAL  4x8	JUNIOR PAGE  6x6	THIRD PAGE VERTICAL  8x3	THIRD PAGE HORIZONTAL  3x8
THIRD PAGE ISLAND  5x4	QUARTER PAGE VERTICAL  8x2	QUARTER PAGE HORIZONTAL  2x8	QUARTER PAGE ISLAND  4x4	EIGHTH PAGE VERTICAL  4x2
EIGHTH PAGE HORIZONTAL  4x2	EIGHTH PAGE ISLAND  2x4	SIXTEENTH PAGE VERTICAL  4x1	SIXTEENTH PAGE ISLAND  2x2	

Tabloid Rates



SIZE	CASUAL	2-3 INSERTS	4-5 INSERTS	6-7 INSERTS	8-9 INSERTS	10-11 INSERTS	12+ INSERTS
Double Page Spread 8x16	\$2,948.96	\$2,420.72	\$2,150.54	\$2,014.87	\$1,888.58	\$1,743.45	\$1,531.41
DPS 1/2 Horizontal 4x16	\$1,595.63	\$1,331.51	\$1,195.81	\$1,127.96	\$1,060.12	\$992.27	\$886.87
Full Page 8x8	\$1,474.47	\$1,210.35	\$1,074.66	\$1,006.81	\$938.96	\$871.11	\$765.70
Half Page 8x4, 4x8	\$803.26	\$592.45	\$573.06	\$557.31	\$520.93	\$485.84	\$430.10
1/3 Page Island 5x4	\$536.99	\$471.57	\$437.65	\$421.89	\$403.71	\$386.75	\$361.31
1/3 Page 3x8, 8x3	\$553.69	\$464.02	\$416.77	\$393.75	\$370.72	\$347.71	\$311.36
1/4 Page 8x2, 2x8, 4x4	\$497.95	\$417.98	\$378.01	\$357.40	\$336.80	\$316.13	\$284.71
1/8 Page 8x1, 4x2, 2x4	\$273.80	\$238.67	\$220.50	\$210.80	\$201.12	\$191.42	\$178.10
1/16 Page 2x2, 1x4	\$182.94	\$164.77	\$155.06	\$150.22	\$145.38	\$140.53	\$134.47

*prices plus GST

**effective 1st June 2023

Set Positions

SIZE	CASUAL	4-12 INSERTS	12+ INSERTS
Front Page (2x8)	\$222.00	\$222.00	\$222.00
Weather (1x8)	\$200.00	\$183.00	\$168.00
Puzzles (1x8)	\$200.00	\$183.00	\$168.00

*prices plus GST

**effective 1st June 2023



Regular Pages, Booking & Copy Deadlines

THURSDAY

Booking deadline - run of paper:

10am Monday prior

Copy deadline - run of paper

10am Tuesday prior

Camera Ready deadline - run of paper

9am Wednesday prior

Classified:

Non-display ads: 11am day prior

Display ads: 4pm, Tuesday prior

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
- PDF/JPG(JPEG) E: production@thebeacon.co.nz

MECHANICAL DETAILS

- Web offset printing
Screen ruling 100 lines per inch
- 8x8 modular

