

# 2021 ADVERTISING RATES

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## DISPLAY ROP ADS

Open Rate: \$19.00 per column inch

### Contract Rates:

6 consecutive weeks: \$16.00 per column inch

13 consecutive weeks: \$15.50 per column inch

26 consecutive weeks: \$14.50 per column inch

52 consecutive weeks: \$14.00 per column inch

**Color:** 25% additional charge Full color

### Pre-Printed Inserts:

Single Sheet \$75.00 per thousand

Add \$5 per thousand per 4-page increments

*All rates are net*

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**PUBLICATION DATE:** Every Thursday

### DEADLINES:

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

Camera ready materials: Tuesday prior to publication date.

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## MECHANICAL MEASUREMENTS

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

Columns	Inches
1 col.	2.00
2 col.	4.0
3. col	6.125
4 col.	8.25"
5 col.	10.25"

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## ONLINE ADVERTISING RATES

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**Leader Board Ads:** \$8/M impressions - Run of Site 728 X 90 pixels

**Cube Ads:** \$8/M impressions - Run of Site 300 X 250 pixels

\*Standard IAB Sizes

**PARK LABREA NEWS**

**BEVERLY PRESS**

*publishing since 1946*

E-mail materials to: [karen@beverlypress.com](mailto:karen@beverlypress.com)

8444 Wilshire Blvd., Beverly Hills, CA 90211

Phone: (323) 933-5518