

## DISPLAY ROP ADS

AD SIZE	OPEN RATE	6X	13X	26X	52X
<b>Full Page:</b>	BW \$1520	\$1280	\$1240	\$1200	\$1160
5 col (10.25" w X 16" h)	Color \$1900	\$1600	\$1550	\$1500	\$1450
<b>Half Page</b>	BW \$760	\$640	\$620	\$600	\$580
5 col (10.25" w X 8" h)	Color \$950	\$800	\$775	\$750	\$725
<b>Quarter Page</b>	BW \$460	\$385	\$375	\$360	\$350
3 col (6.125" w X 8" h)	Color \$575	\$485	\$470	\$450	\$435
<b>Eighth Page</b>	BW \$225	\$160	\$155	\$150	\$145
2 col (4" w X 6" h)	Color \$275	\$200	\$195	\$190	\$180

x= Consecutive Weeks

**PUBLICATION DATE:** Every Thursday

## DEADLINES:

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

Camera ready materials: Tuesday prior to publication date.

## DIGITAL ADVERTISING RATES

**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

## E-BLAST:

Rate: \$1,500 for 50,000 - rate increases for more distribution

Targeted email blast to your specific demographic - guaranteed 10% open rate

Best Day - Tuesday, 11 a.m.

10 day advance deadline

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