

DISPLAY ROP ADS

AD SIZE		OPEN RATE	6X	13X	26X	52X
Full Page:	BW	\$1680	\$1440	\$1400	\$1360	\$1280
5 col (10.25" w X 16" h)	Color	\$2100	\$1800	\$1750	\$1700	\$1600
Half Page	BW	\$840	\$720	\$700	\$680	\$640
5 col (10.25" w X 8" h)	Color	\$1050	\$900	\$875	\$850	\$800
Quarter Page	BW	\$500	\$435	\$420	\$410	\$385
3 col (6.125" w X 8" h)	Color	\$625	\$545	\$525	\$515	\$485
Eighth Page	BW	\$255	\$220	\$210	\$205	\$195
2 col (4" w X 6" h)	Color	\$320	\$275	\$265	\$260	\$245

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