

DISPLAY ROP ADS

AD SIZE	OPEN RATE	6x	13x	26x	52x
Full Page: 5 col (10.25" w X 16" h)	BW \$1875 Color \$2400	\$1610	\$1560	\$1500	\$1425
Half Page 5 col (10.25" w X 8" h)	BW \$950 Color \$1200	\$800	\$780	\$760	\$715
4 col (8.25" w X 10" h) vertical		\$1015	\$990	\$970	\$910
Quarter Page 3 col (6.125" w X 8" h)	BW \$575 Color \$700	\$490	\$470	\$465	\$440
Eighth Page 2 col (4" w X 6" h)	BW \$290 Color \$365	\$245	\$235	\$230	\$220
		\$315	\$300	\$290	\$275

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: \$10/M impressions - Run of Site 728 X 90 pixels
Cube Ads: \$10/M impressions - Run of Site 300 X 250 pixels

*Standard IAB Sizes

E-BLAST:

Rate: \$35/M - 50,000 minimum

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

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