

## MONTHLY SPECIAL SECTIONS

Vocations . . . . . 1st week of month  
Business Cards . . . . . 3rd week of month  
Health & Wellness . . . . . 3rd week of month  
Senior Lifestyles . . . . . 4th week of month

**Call for prices.**

## SUBMISSION GUIDELINES

Files sent as email attachments must be less than 10 MB. Email: [msbeacon@optonline.net](mailto:msbeacon@optonline.net).

- File types for ads accepted: PDF, TIF (.tif files must be at least 300 dpi).
- File types for pictures accepted: JPG, TIF.
- Grayscale/color halftones: 200 dpi min. / 300 dpi opt.
- Line art (no screen): 300 dpi min. / 800 dpi opt.
- No MS Word files accepted except to submit copy for an ad to be generated by The Beacon.
- No GIFs or Web-resolution (72-96 dpi) files accepted.
- No MS Publisher files accepted nor are PDF files generated from MS Publisher accepted.

## DEADLINES

Deadlines . . . . . Display & Classified Friday 4 pm

## MECHANICAL INFO

- 11"x12" tabloid newsprint publication
- Printable image area: 10" x 11" / 60p x 66p

## COLOR SPECS

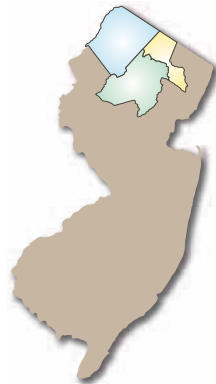
- Total area ink coverage for color: 240%
- Black must be 100K (black only) – no CMYK black
- Rules 4 pt. or less should be one color only
- Type that should be reproduced in one color only:
  - Sans-serif type 8 pt. or smaller
  - Serif type 14 pt. or smaller

Type smaller than 12 points should not be reversed on a four-color background.

Serif type should not be reversed at sizes smaller than 12 points.

Type smaller than 12 pt. printed in 4-colors may not be legible.

## AREA OF DISTRIBUTION



- There are 425,000 Catholics living in Morris, Passaic and Sussex Counties (almost 40% of the total population).
- The Beacon has 25,000 paid circulation, 100,000+ readers

## POWERFUL DEMOGRAPHICS

It is clear that readers of Catholic newspapers are in the prime of their lives and are excellent prospects for a number of products and services. This high quality audience is loyal to its community, church and country, and to the advertisers who support its publications. You would be hard pressed to find a market with such promise. Tap into this potential — Catholic consumers do, indeed, make business better!

## TECHNICAL CONDITIONS

- If fonts are not included in submitted PDFs, the ad may be rejected. All ad mechanicals presented as reproduction-ready will run as-is.
- The Beacon takes no responsibility for errors on submitted ads or for color on submitted ads that results in illegible type.
- The Beacon reserves the right to change any ad mechanicals submitted in RGB to CMYK or grayscale as the need requires and takes no responsibility for the resulting quality or lack thereof.

## PUBLISHING CONDITIONS

All advertising is accepted subject to approval by the publisher. The Beacon reserves the right to refuse or cancel any advertisement at any time. Ads that appear similar to news material will have the word "Advertisement" inserted clearly and prominently above the ad. The Beacon will honor requests for placement or specific page position to the best of its ability.

## CONTACT

**Advertising: Donna Marie Portaro**  
973-279-8845 x612 • [msbeacon@optonline.net](mailto:msbeacon@optonline.net)

**Inserts: Richard Sokerka**  
973-279-8845 x617  
[catholicbeacon@patersondiocese.org](mailto:catholicbeacon@patersondiocese.org)

VISA and MasterCard, American Express, Discover accepted

# THE BEACON



**Weekly Newspaper of the  
Roman Catholic Diocese  
of Paterson, N.J.**

ESTABLISHED 1967

## ADVERTISING RATE SCHEDULE

EFFECTIVE MAY 1, 2018

North Jersey's award-winning paid weekly newspaper,  
published every Thursday, 52 issues per year,  
and delivered to readers by the U.S. Postal Service.

**Beacon Publishing Co., Inc.**

Box 1887

Clifton, N.J. 07015-1887

**Voice: (973) 279-8845**

**Fax: (973) 279-2265**

**[msbeacon@optonline.net](mailto:msbeacon@optonline.net)**

# THE BEACON ADVERTISING RATES, DIMENSIONS, PUBLISHING SPECIFICATIONS

RATES EFFECTIVE MAY 1, 2018

## DISPLAY OPEN & NON-PROFIT AD RATES

SIZE	1x OPEN OUT OF DIOCESE	1x NON-PROFIT IN DIOCESE
Full	\$2,142.00	\$1,199.52
1/2	1,071.00	599.76
1/4	535.50	299.88
1/6	357.00	199.92
1/8	267.75	149.94
1/12	178.50	99.96
1/16	133.88	74.97
1/24	89.25	49.98
1/48	44.63	24.99

Commission to recognized agencies ..... 15%

## CLASSIFIED LINE AD RATES

# Runs	Per Line
1x	\$9.00
4x	7.00
8x	6.00
13x	5.00
25x	4.00
50x	3.00

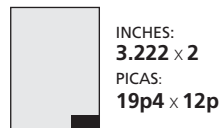
## CLASSIFIED DISPLAY AD RATES

Classified Display ..... \$25.50/col. in.

## INSERTS

Prices quoted on request.

## BUSINESS CARD ADS



INCHES:  
3.222 x 2  
PICAS:  
19p4 x 12p

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$102.00
4x	-22%	79.56
8x	-37%	64.26
13x	-44%	57.12
25x	-50%	51.00
50x	-66%	34.68

## DISPLAY ADVERTISING DIMENSIONS AND FREQUENCY DISCOUNTS

All dimensions are WIDTH x HEIGHT

Email msbeacon@optonline.net or call 973-279-8845 x612 for additional sizes and pricing

### Full Page



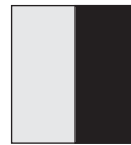
INCHES:  
10 x 11  
PICAS:  
60p x 66p

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$2142.00
4x	-22%	1670.76
8x	-37%	1349.46
13x	-44%	1199.52
25x	-50%	1071.00
50x	-66%	728.28

### 1/2 Page



HORIZONTAL  
INCHES:  
10 x 5.417  
PICAS:  
60p x 32p6



VERTICAL  
INCHES:  
4.917 x 11  
PICAS:  
29p6 x 66p

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$1071.00
4x	-22%	835.38
8x	-37%	674.73
13x	-44%	599.76
25x	-50%	535.50
50x	-66%	364.14

### 1/4 Page



HORIZONTAL  
INCHES:  
10 x 2.625  
PICAS:  
60p x 15p9



VERTICAL  
INCHES:  
4.917 x 5.417  
PICAS:  
29p6 x 32p6

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$535.50
4x	-22%	417.69
8x	-37%	337.37
13x	-44%	299.88
25x	-50%	267.75
50x	-66%	182.07

### 1/6 Page



INCHES:  
3.222 x 5.417  
PICAS:  
19p4 x 32p6

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$357.00
4x	-22%	278.46
8x	-37%	224.91
13x	-44%	199.92
25x	-50%	178.50
50x	-66%	121.38

### 1/8 Page



HORIZONTAL  
INCHES:  
4.917 x 2.625  
PICAS:  
29p6 x 15p9



VERTICAL  
INCHES:  
2.375 x 5.417  
PICAS:  
14p3 x 32p6

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$267.75
4x	-22%	208.85
8x	-37%	168.68
13x	-44%	149.94
25x	-50%	133.88
50x	-66%	91.04

### 1/12 Page



INCHES:  
3.222 x 2.625  
PICAS:  
19p4 x 15p9

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$178.50
4x	-22%	139.23
8x	-37%	112.46
13x	-44%	99.96
25x	-50%	89.25
50x	-66%	60.69

### 1/16 Page



HORIZONTAL  
INCHES:  
4.917 x 1.229  
PICAS:  
29p6 x 7p4.88



VERTICAL  
INCHES:  
2.375 x 2.625  
PICAS:  
14p3 x 15p9

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$133.88
4x	-22%	104.43
8x	-37%	84.34
13x	-44%	74.97
25x	-50%	66.94
50x	-66%	45.52

### 1/24 Page



HORIZONTAL  
INCHES:  
3.222 x 1.229  
PICAS:  
19p4 x 7p4.88



VERTICAL  
INCHES:  
1.528 x 2.625  
PICAS:  
9p2 x 15p9

# Runs	Disc.	Tot. Per Ins.
1x	0%	\$89.25
4x	-22%	69.62
8x	-37%	52.23
13x	-44%	49.98
25x	-50%	44.63
50x	-66%	30.35

Advertising: Donna Marie Portaro 973-279-8845 x612 • Inserts: Richard Sokerka 973-279-8845 x617

The Beacon • 775 Valley Road, Clifton, NJ 07013 • Mail: P.O. Box 1887, Clifton, NJ 07015-1887 • Voice: 973-279-8845 • Fax: 973-279-2265 • msbeacon@optonline.net