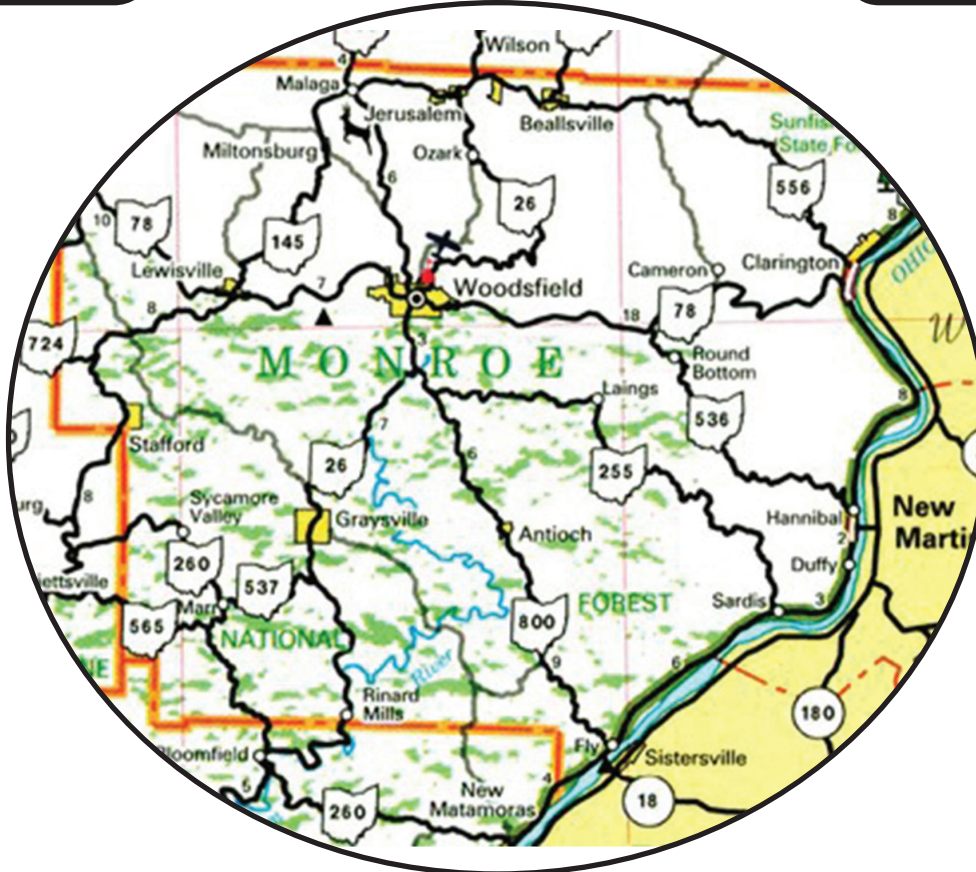




# Monroe County Beacon



**Monroe County Sentinel**



**Serving the Monroe County Area since 1937**

**103 E. Court St.,  
P.O. Box 70  
Woodsfield, OH 43793  
740-472-0734  
Fax: 740-472-0735  
ads@mcb Beacon.com  
www.mcb Beacon.com  
Feb. 1, 2018  
Advertising Rates**



# Monroe County Beacon

Reaching  
3,500 homes  
weekly

## Retail Rates

\$9.95/column inch

## Impact Rates

1/4 page (30") - \$289.95

1/2 page (60") - \$561.18

Full page (121.5") - \$1,100.13

## Color Rates

Spot Color - \$68.00

Process Color - \$105

## Classified Rates

One Week

Additional Weeks

Prepaid  
Billed

\$17.75  
\$21.00

\$12.00  
\$12.00

Rates apply to classified copy up to 20 words.

More than 20 words charged at an additional \$.20 per word.

Classified ads run automatically in the Beacon, Sentinel and online.

Classified Open Rate Display  
\$8.95/column inch

## Tabloid Section Rates

1/8 page (4.95" x 2.4") - \$75

Banner ad (10" x 3") - \$175

1/4 page (4.95" x 4.9") - \$140

Back Cover - \$399

1/2 page (10" x 4.9") - \$225

Inside Cover - \$390

Full page (10" x 9.75") - \$370

Color: \$50 (free on covers)

## Online Rates

Leaderboard (728 pixels x 90 pixels) - \$65.00/month

Large Rectangle (300 pixels x 250 pixels) - \$45.00/month

[www.mcbeacon.com](http://www.mcbeacon.com)

(Mixture of paid subscriptions and free content)

Monthly Usage: 27,000 page views

4,200 Unique Users • 6,300 Sessions

(Numbers based on an average of the February-April of 2017)

**Monroe County Beacon**  
Showing what can happen  
'God has saved me, God is alive'  
Sheriff Black to criminals, 'Beware of our Dogs'

| Retail Column Specs |        |
|---------------------|--------|
| Column width        | 1.583" |
| 2 Columns           | 3.267" |
| 3 Columns           | 4.95"  |
| 4 Columns           | 6.633" |
| 5 Columns           | 8.317" |
| 6 Columns           | 10"    |

| Page Specs  |                          |
|-------------|--------------------------|
| Full Page   | 6 columns (10") x 20.25" |
| Classifieds | 7 columns (10") x 20.25" |
| Tabloids    | 4 columns (10") x 10"    |

# Monroe County Sentinel

Reaching  
7,400 homes  
weekly

## Retail Rates

\$10.75/column inch

## Impact Rates

1/4 page (30") - \$312.83

1/2 page (60") - \$606.30

Full page (121.5") - \$1,188.58

## Color Rates

Spot Color - \$68.00

Process Color - \$105

Classified Open Rate Display  
\$9.75/column inch

## COMBO RATES

## Retail Rates

\$14.75/column inch

## Impact Rates

1/4 page (30") - \$421.95

1/2 page (60") - \$827.80

Full page (121.5") - \$1,603.19

Classified Open Rate Display  
\$13.50/column inch

## Pre-print Insertion Rates

|                         |                   |
|-------------------------|-------------------|
| Single Sheet 8.5" x 11" | \$71.50/thousand  |
| 4 Tab or 2 Broad        | \$84.75/thousand  |
| 8 Tab or 4 Broad        | \$94.00/thousand  |
| 12 Tab or 6 Broad       | \$99.75/thousand  |
| 16 Tab or 8 Broad       | \$108.75/thousand |
| Post-It Note            | \$62.50/thousand  |

Minimum Quantity - 1,000  
Zoning available

**Monroe County Sentinel**  
RIESBECKS  
BAR FOR SALE IN MONROE COUNTY  
379 GREENHOUSE  
2018 GMC 2500 SLE  
2018 Ford F-150  
SINGER AUTO SALES  
imagine your home reinvented.  
Save NOW while renovating your home  
DMD Garage Doors  
XTO ENERGY

**Deadlines**  
Beacon  
Friday at noon  
Sentinel  
Tuesday at noon

**Service Directory Contracts**  
2-Inch minimum, runs on Classified Page of BOTH papers. Minimum of four consecutive runs  
1 Col x 2" \$16/week  
1 Col x 3" \$23/week  
2 Col x 2" \$30/week