

Advertise in Milford's exciting community paper!

By direct mailing nearly 6,000 copies each week to Milford area residents, the *Milford Beacon* provides more than 13,000 readers with the news and advertising information they need to make well-informed, intelligent decisions about events and opportunities in their community and beyond. Additional copies sold on area newsstands bring the circulation to more than 7,000 copies and more than 15,400 readers.



Beacon Rate Plans

		Cost per col. in.	Cost per 1/24 page.	Cost per 1/8 page	Cost per 1/4 page	Cost per 1/2 page	Cost per Full page
O. Open Rate		11.20	44.80	134.40	268.80	537.60	1,075.20
1. Short Term	(4-9 consecutive ads)	8.90 NET	35.60	106.80	213.60	427.20	854.40
2. Mid Term	(10-23 consecutive ads)	7.10 NET	28.40	85.20	170.40	340.80	681.60
3. Seasonal	(24-48 consecutive ads)	6.40 NET	25.60	76.80	153.60	307.20	614.40
4. Annual	(49-52 consecutive ads)	5.10 NET	20.40	61.20	122.40	244.80	489.60
5. Mid Term Flexi	(10-23 non-consecutive ads)	9.00 NET	36.00	108.00	216.00	432.00	864.00
6. Long Term Flexi	(24 or more non-consecutive ads)	7.30 NET	29.20	87.60	175.20	350.40	700.80
7. 2,352"/year bulk	(2 pages a month average)	5.20 NET	20.80	62.40	124.80	249.60	499.20
8. 4,704"/year bulk	(4 pages a month average)	4.40 NET	17.60	52.80	105.60	211.20	422.40
9. 9,408"/year bulk	(8 pages a month average)	4.20 NET	16.80	50.40	100.80	201.60	403.20

Full page is 6 columns x 16" equals 96 column inches and is built 10-1/3" x 15-5/6"

Prices effective January 1, 2009 • Ad rates subject to change upon 30-day notice to advertisers.

Milford Beacon

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