



THE BEACON

2024

Bright
Batesville
Hidden Valley Lake
Dover
Yorkville
New Alsace
Guilford
Logan
Milan
Moores Hill
Sunman
Lawrenceburg
Aurora
Franklin County
Dillsboro
Rising Sun
Greendale
St. Leon
Manchester
Harrison
Brookville

OVER 22,000
DISTRIBUTION
& GROWING!

SERVING DEARBORN,
FRANKLIN, OHIO,
AND RIPLEY
COUNTIES AS WELL AS
HARRISON, OH

GOBEACONNEWS.COM

812.637.0660

THE BEACON



The Beacon is an independent community newspaper with distribution in Dearborn, Ripley, Franklin and Ohio Counties in Indiana and Harrison, Ohio. Published since 1994, we are proud to be part of the Southeast Indiana region.

PRINT

total audience	22,000	monthly / annual	264,000
frequency	12x	/ year	

DIGITAL

average monthly impressions/page views	27,252
average monthly unique visitors	1261
average time spent	5-15 min.
digital edition monthly views	1259

AUDIENCE

recipients

single family homes in Dearborn, Franklin, Ohio, and Ripley counties in Indiana as well as southwest Hamilton County, Ohio

readership 95%

reader demographics

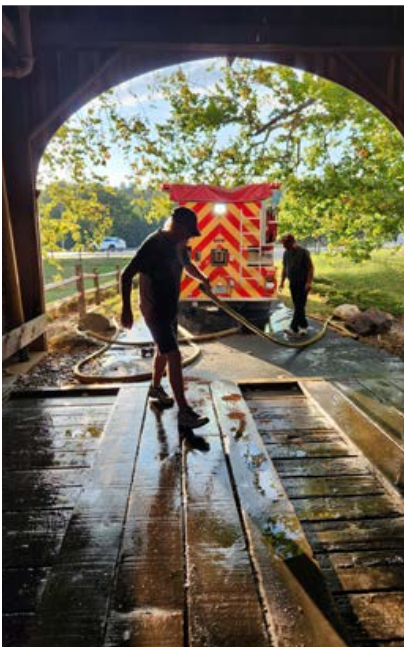
male	46%
female	54%
ages 18-27	11%
25-34	15%
35-44	16%
45-54	21%
55-64	18%
65-74	10%
75 & up	9%

average income \$35-225,000

response to products or services advertised 77%

length of retention

two weeks	48%
four weeks	35%



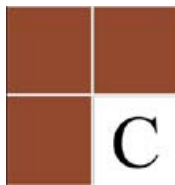
THE BEACON

PRAISE FOR THE BEACON



"The Beacon provides news that we all enjoy reading. Important news about our neighbors, our communities, and our friends. Tamara is a pleasure to work with and makes sharing the message of Friendship easy with our entire service area through just this one publication."

**Katie Sparks, Marketing Coordinator,
Friendship State Bank**



"Keep up the good work! It is amazing how many people in the community ask for more information about the real estate they see listed in our ad in The BEACON. It reaches the areas we specialize in. The BEACON is a great buy!"

Dale Lutz, Cornerstone Realty & Lutz Auctions



The Dearborn County Fair was going through some changes and we needed to get this information out to the people of Dearborn County and surrounding area. Our budget is limited so we are glad that The BEACON could help us out and stay within our budget. We set record attendance and stayed within our budget thanks to The BEACON.

**Doug Bischoff,
Dearborn County Fair Board**



When it comes to advertising our festivals and events, we've found The BEACON to be a great way to help spread the word to our local Dearborn County residents. We rely on The BEACON to promote our monthly Calendar of Events and keep the region informed of all of the great things to do taking place right here in Southeast Indiana.

**Debbie Smith, Executive Director
Dearborn County Convention, Visitor & Tourism Bureau**



"At FCN Bank we pride ourselves on being your community bank and we are very honored and happy to work with a community paper. The Beacon is a wonderful community paper and we proud to support them and our local communities! Thank you for all you do!"

**Beth Siebert, Marketing
FCN Bank**

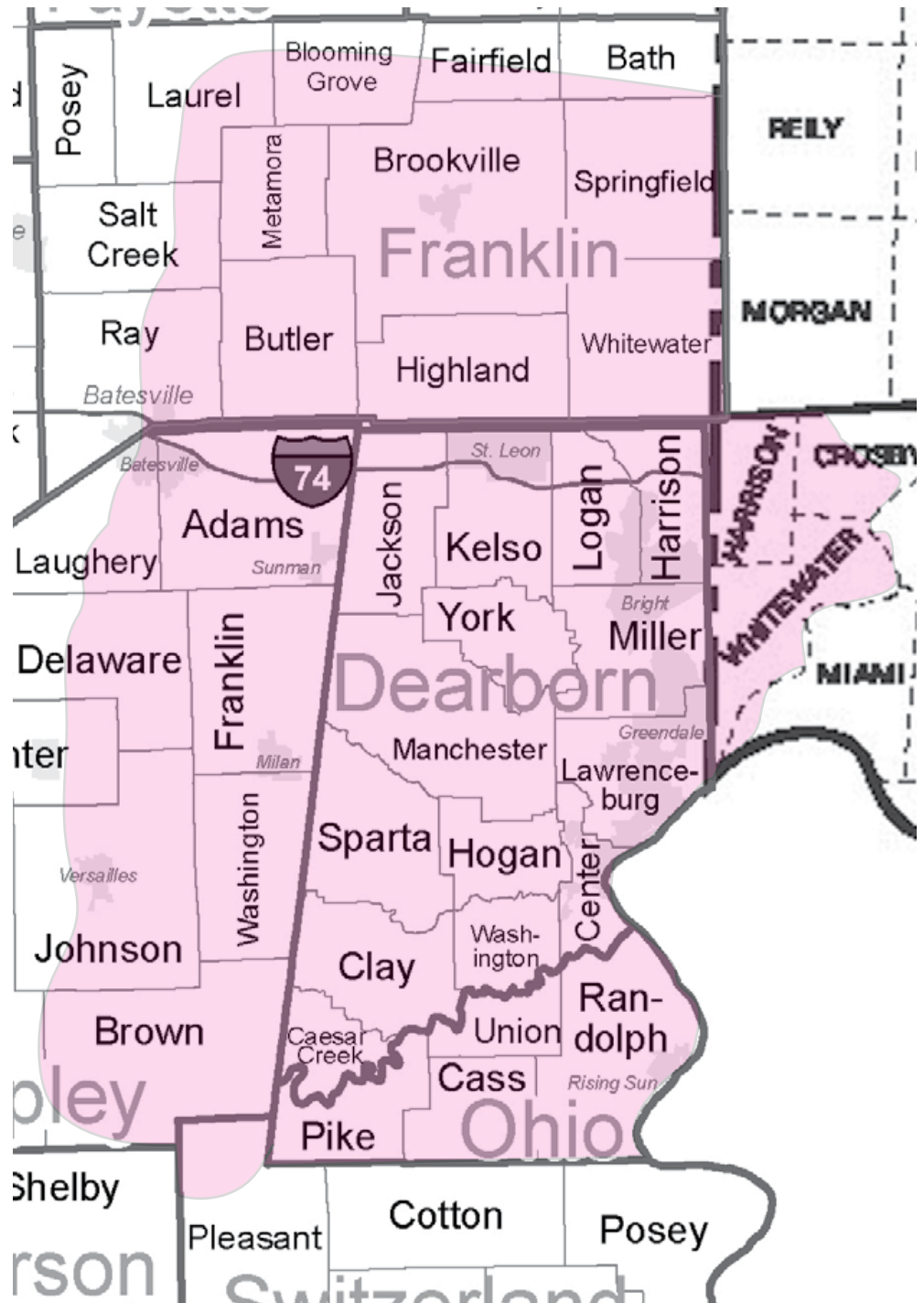


"The Beacon is our top choice for print advertising. Their top-notch publication is viewed and loved by many of our clients."

**Steve Strom, Marketing Specialist
Conservative Financial Solutions**

THE BEACON

REGIONAL REACH COMMUNITY COMMITMENT



THE BEACON

2024 ADVERTISING RATE CARD

	Cost	6-month contract	12-month contract
Dimensions listed in INCHES, width x height			
FULL PAGE			
10 x 19	\$1300	1225/mo.	1195/ mo.
1/2 PAGE			
5.93 x 13" vertical OR 10 x 10.4 horizontal	765	715/mo.	663/mo.
1/4 PAGE			
3.9 x 9.7" vertical OR 10 x 5.45" horizontal	565	525/mo.	487/mo.
1/6 PAGE			
3.9 x 7" vertical OR 5.93 x 4.5" horizontal	385	355/mo.	328/mo.
1/8 PAGE			
3.9 x 2.75" horizontal	160	149/mo.	138/mo.
BUSINESS CARD			
3.9 x 2" horizontal	71	64/mo.	59/mo.
consecutive 3-month minimum required, paid in full, in advance.			
BUSINESS AND PROFESSIONAL DIRECTORY			
3.9 x 2"	71	64/mo.	59/mo.
consecutive 3-month minimum required, paid in full, in advance.			
INSERT/FLYER ADVERTISING		74 per CPM	
WEB SITE AD- 300x220 PPI		100/mo.	85/mo.
COLOR ADS		50	
FREE for full page, 1/2 page, 1/4 page, FREE for contract advertisers on 6- or 12-month contracts, any size ad			
PREFERRED FILE FORMATS			
high resolution PDF (press-quality CMYK, fonts embedded, files flattened); JPEG; TIFF			
Photos at 300 dpi. Allow for 30% dot gain.			
THE BEACON IS NOT RESPONSIBLE FOR ARTWORK SUBMITTED IN LOW RESOLUTION OR INCORRECT FILE FORMAT.			

CONTACT

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2024 ADVERTISING SCHEDULE

PUBLICATION SCHEDULE

Edition	Ad Due Date	Mailed
January Edition	November 28, 2023	Saturday, December 17, 2023
February Edition	December 22, 2023	Saturday, January 13
March Edition	January 29	Saturday, February 1
April Edition	February 26	Saturday, March 16
May Edition	March 25	Saturday, April 13
June Edition	April 29	Saturday, May 18
July Edition	May 20	Saturday, June 8
August Edition	June 24	Saturday, July 13
September Edition	July 29	Saturday, August 17
October Edition	August 26	Saturday, September 14
November Edition	September 23	Saturday, October 12
December Edition	October 28	Saturday, November 16
January 2025 Edition	November 25	Saturday, December 14
February 2025 Edition	December 30	Saturday, January 18, 2025

Schedule as of Jan. 1, 2024 Publication dates are subject to change.

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