

Advertising Rates & Sizes



The Beacon

faith. family. community.



Reach an influential audience ...



61%

Female shoppers



63%

Household income
\$25,000 – \$54,999



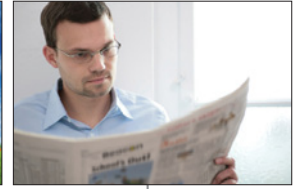
79%

Use newspaper
coupons



74%

Prefer to do business with
Christian advertisers

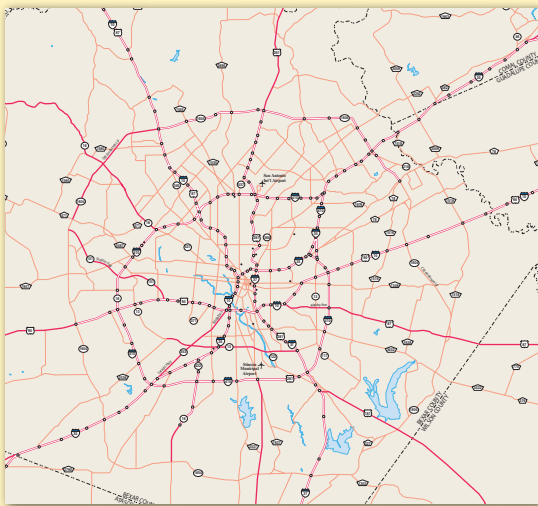


49%

College Degree
or higher

target

78.4%
of population



Beacon Distribution.

The Beacon is distributed free of charge by the 1st Sunday of each month. The Beacon is supported and distributed to over 300 churches, schools, businesses, hospitals, prisons and ministries in and around the San Antonio area. Our current readership is 37,500 and thousands of hits on our Web site www.sabeacon.com.

Our Mission with The Beacon

The purpose of The Beacon is to share faith, family, community through relevant articles and news from local, regional and nationally recognized Christian writers. We strive to be the forum for community events, family-oriented activities, directories for local churches, businesses, schools, and camps for San Antonio and the surrounding area.

Who's reading The Beacon?

A national survey shows 78.4%¹ of our population is Christian. Take a closer look at our readership we hope you'll be convinced that The Beacon is where you should be placing your advertising dollar. That's because The Beacon reader is highly educated with an above median income. They prefer to do business with Christian advertisers and 79% of them use newspaper coupons.

Who Reads Christian Newspapers?

(compiled by the Christian Newspaper Association)

| Gender | Family Status | Education |
|------------------------|-----------------------------------|--|
| Male 39% | Married 80% | College degree or higher 49% |
| Female 61% | Single 11% | Some post-secondary education 42% |
| | Children living at home . . . 41% | Attended a Christian college 35% |
| Age | Annual Income | Other |
| Under 35 20% | \$75,000 and above 14% | Use newspaper coupons 79% |
| 35-44 27% | \$55,000-\$74,999 7% | Prefer to do business with Christian advertisers 74% |
| 45-54 19% | \$25,000-\$54,999 63% | Identify with conservative Political causes 70% |
| 55-64 16% | Under \$25,000 16% | |
| 65 and older . . . 18% | | |

¹ Pew Forum on Religion & Public Life between May 8 and Aug. 13, 2007

... and help spread the Good News.



“It’s simple. When I want to reach the Christian base in the San Antonio area... I choose The Beacon. I’ve worked with The Beacon for years; they have the distribution and readership I’m looking for in a publication.”

Mary Ann Marchbanks
President, Grace Christian Media

“The Beacon and KDRY AM 1100 Christian Radio began a relationship almost two years ago. We at KDRY are confident that the Beacon has been a large part of our audience growth. At the same time, The Beacon placed the Good News of the Gospel into the hands of tens of thousands of people in San Antonio.”

Waco Rainey
Executive Director, KDRY

Display Advertising

Open Rate \$25 per column inch
See chart below for discounts and common sizes

Church Guide (Christian Resource)

Line Ads: \$15 per 20 words
Additional Lines 25¢ additional words
Block Ads: See chart below

Business Directory

Annual Contract Listing \$240 standard listing
Additional information \$25 per inch
Standard listing includes: logo, business name, one address, phone number, hours of operation and Web site address.

Online Directory Listing

Standard Free Listing \$ N/C
Full Online Directory Listing \$120 annually
Standard free listing includes locator on map with name, address and contact info. Full Online Directory Listing includes extended information. See online site for more information.

Online Advertising (monthly rates)

Square Button (140 x 140)

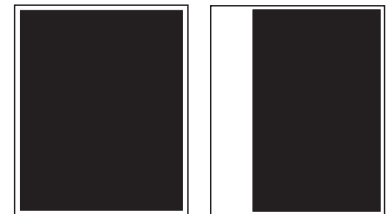
Internet Only - One Page \$75/mo.
Internet Only - All Pages \$300/mo.

Banner (450 x 60)

Internet Only - One Page \$100/mo.
Internet Only - All Pages \$500/mo.

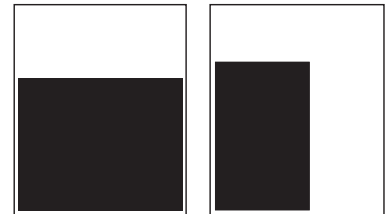
Additional Print Charges

Premium Placement (special request) \$100 Add'l
Ad production / development \$50-\$150
If production time is required to alter camera-ready art or digital files to meet production specifications, minor production charges may be incurred.



Full Page

Tall Page



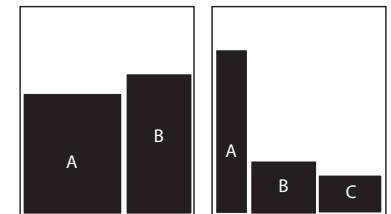
3/4 Page

Half Page



Double Column

1 Column



A - 1/4 Page Square
B - 1/4 Page Tall

A - 1/8 Page Tall
B - 1/8 Page Square
C - Business Card

| AD SIZE | OPEN RATE | 3 months 10% Off* | 6 months 20% Off* | 12 months 30% Off* | DIMENSION Column by Inch Height |
|-----------------|-----------|----------------------|----------------------|-----------------------|------------------------------------|
| Full Page | \$ 1,300 | \$ 1,180 | \$ 1,050 | \$ 915 | 5 col. x 10.25" |
| Tall Page | 1,050 | 950 | 850 | 755 | 4 col. x 10.25" |
| 3/4 Page | 880 | 800 | 715 | 625 | 5 col. x 7" |
| 1/2 Page | 685 | 620 | 550 | 480 | 3 col. x 9" |
| Double Column | 520 | 470 | 420 | 365 | 2 col. x 10.25" |
| 1/4 Page Square | 450 | 410 | 370 | 320 | 3 col. x 6" |
| 1/4 Page Tall | 350 | 320 | 285 | 250 | 2 col. x 7" |
| 1 Column | 260 | 235 | 210 | 185 | 1 col. x 10.25" |
| 1/8 Page Tall | 200 | 185 | 160 | 140 | 1 col. x 8" |
| 1/8 Page Square | 150 | 140 | 120 | 100 | 2 col. x 3" |
| Business Card | 100 | 90 | 80 | 70 | 2 col. x 2" |

1 column = 1.94" wide, 2 column = 4.05" wide, 3 column = 6.16" wide, 4 column = 8.27" wide, 5 column = 10.375" wide

* Percentage of discount is approximate. In most cases amounts have been rounded down to favor the sponsor.

Content:

Local, National & International Christian News Coverage

(EP News and Staff Reporters)

Local Directories and Resources

Churches, Ministries and Christian Businesses and Resources

Community Calendar & Classifieds

Contributions from area Pastors

including Max Lucado, Robert Emmitt, and more.

How To Become A Christian

by Dr. Billy Graham

A Love Worth Finding

by Dr. Adrian Rogers

Grace to You

by John MacArthur

BreakPoint

by Chuck Colson and Prison Fellowship

Media Sophisticate

by Pam Lutrell

Encouraging Parents, Building Families

by HomeWord, Jim Burns

A Brain Surgeon Looks at Life

by W. Lee Warren, MD

Dave Says

by Dave Ramsey

Leadership

by Dr. John Maxwell

Moving Up Higher

by Joyce Meyer

A New Beginning

by Greg Laurie

Your Pets

by Drs. Frank and Cristina Bettencourt

Clean Comic Relief

by Bob Smiley

Outstanding Student Achievements

Beacon Spotlight on Ministries, Camps, and Schools

Christian Business Chamber Spotlight

Sports Coverage

by Jim Faulk

Plus... entertainment news, movie reviews

Christian book reviews, and much more!

Format

5-column tabloid newspaper printed on 35# Hi-bright 80 newsprint on a 4-color cold web press. Final finished size measures 11"x12".

| | |
|----------|--------------|
| 1 column | 1.94" wide |
| 2 column | 4.05" wide |
| 3 column | 6.16" wide |
| 4 column | 8.27" wide |
| 5 column | 10.375" wide |

Technical Specifications

Camera Ready Art PDF
Photos 300 ppi (pixels per inch)

Vector files are preferred for line art, but raster art of at least 300 ppi will also be accepted (at 100% reproduction size).

Deadline

20th of each month

Contact Information

Email digital files to: advertising@sabeacon.com
For more information, please call (210) 614-8884.
Rates are subject to change.

Advertising Packages.

Ask about our ad packages with our community media partners



The **Beacon**
faith. family. community.

How To Reach Us

PO Box 591490, San Antonio, TX 78259

Phone: 210.614.8884 **Fax:** 210.614.8885

Editorial: editorial@sabeacon.com

Advertising: advertising@sabeacon.com

Delivery: delivery@sabeacon.com

General Info: info@sabeacon.com

Calendar: calendar@sabeacon.com

Visit our Web site at: www.saBeacon.com