

FLATHEAD BEACON

2010

MEDIA KIT

PUBLISH DATE | EVERY WEDNESDAY
AD SALES CLOSING | FRIDAY NOON
FINISHED AD DEADLINE | FRIDAY NOON

Our Mission

■ To publish a multimedia-driven and truly independent news source; a medium where everyone who wants a voice, has one. To approach journalism armed with curiosity and even hands, reflecting the values ingrained in western Montana.

The Beacon Team is a staff of professionals who work diligently to create a product the public can be proud of. The entire team loves the area and getting involved, which is evidenced by the daily online and weekly printed Beacon products. Full staff bios are available at www.flatheadbeacon.com.

Flathead Beacon Weekly Newspaper

- Weekly Readership of 25,000 and growing.
- Distributed at over 430 locations in the Flathead, Mission, and Tobacco valleys. This list is continuously updated. For a current list, contact your sales professional.
- Glacier Park International Airport is a huge distribution point and the Beacon reaches 74% of traffic.
- Great stories that answer, instead of pose, questions.
- Intelligent reporting that develops a loyal readership

Flathead Beacon Guides

- 20,000-40,000 targeted circulation
- Professional high quality, four color magazine
- Distributed throughout the valleys at high profile locations & in the weekly Flathead Beacon newspaper on launch date.

FlatheadBeacon.com

- The best newspaper website in Montana*
- Daily online edition updated with breaking stories at www.flatheadbeacon.com
- Growing exponentially each month
- Clean and easy-to-find stories that allow users to see and link to your ad
- Google page rank is 5

* Montana Newspaper Association 2009 Awards

News Sections

- Local News
- Business
- Police Blotter
- Commentary
- Expression
- Events
- Book & Movie Reviews
- Out & About
- Comprehensive Local Sports
- Classifieds
- Special Columns

including Warren Miller & Kitchen Guy

Flathead Beacon • 217 Main Street • Kalispell, MT 59901 • 406-257-9220 • Fax 406-257-9231
www.flatheadbeacon.com • advertise@flatheadbeacon.com

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PUBLICATION RATES (includes full color)

Display

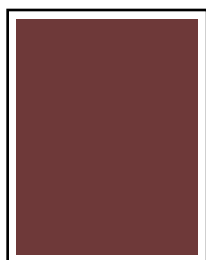
Full Page	\$1,200
1/2 Page	\$700
1/4 Page	\$400
1/8 Page	\$225
King Card	\$158
TOMA	\$79

Classified

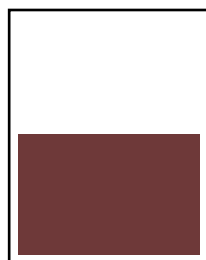
Full	\$840
1/2 Page	\$490
1/4 Page	\$280
1/8 Page	\$158
King Card	\$111
TOMA	\$55
Business Card	\$25
Liners	\$10

* per Column Inch

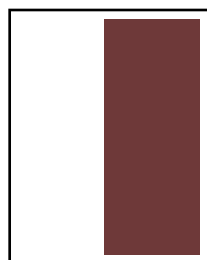
AD SIZES All Ads must be 300 dpi or greater, Camera Ready Ads will not be modified



FULL PAGE
10.25" X 12"
CLASSIFIED
10.25" X 11"



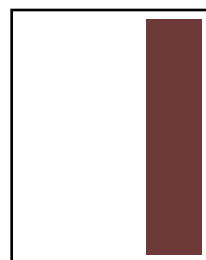
1/2 HORIZONTAL
10.25" X 5.95"
CLASSIFIED
10.25" X 5"



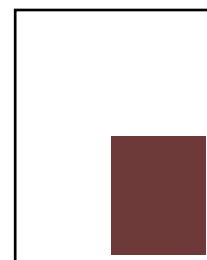
1/2 VERTICAL
5" X 12"
CLASSIFIED
5" X 11"



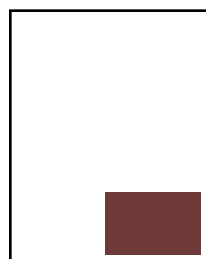
1/4 HORIZONTAL
10.25" X 2.95"
CLASSIFIED
10.25" X 2"



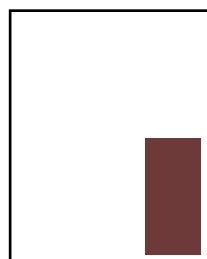
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CLASSIFIED
2.45" X 11"



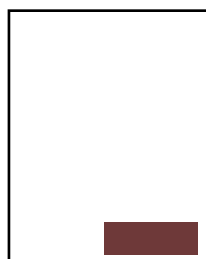
1/4 ISLAND
5" X 5.95"
CLASSIFIED
5" X 5"



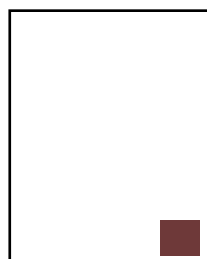
1/8 HORIZONTAL
5" X 2.95"
CLASSIFIED
5" X 2"



1/8 VERTICAL
2.45" X 5.95"
CLASSIFIED
2.45" X 5"



KING CARD
5" X 1.875"
CLASSIFIED
5" X 1.5"



TOMA
2.45" X 2"
CLASSIFIED
1.6" X 2"



CLASSIFIED ONLY
BUSINESS CARD
3.3" X 2"

Class Width

- 1 col – 1.6"
- 2 col – 3.3"
- 3 col – 5.1"
- 4 col – 6.7"
- 5 col – 8.5"
- 6 col – 10.25"

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