



Placing your Free-Standing Insert

Circulation

The South Coast Beacon is published and direct-mailed to 21,950 households who are the South Coasts' most lucrative demographic- families with children living at home, college-educated and primarily home-owners.

In addition, 4,145 papers are distributed each week to selected outdoor racks and indoor locations, including real estate and mortgage companies, grocery stores, coffee shops, chambers of commerce and restaurants on the South Coast and in the Santa Ynez Valley.

Reserving Space

Inserts require a signed insertion order on file. Please contact your sales representative to reserve space.

Deadline: Space must be reserved no less than 7 days in advance of the issue date you'd like your insert to appear. We prefer to see and approve a sample of your insert prior to scheduling it.

Specifications

The South Coast Beacon is a Compact Tab. 10" x 12.5" is the full page size and it is not folded.

If the finished size of your insert is over 10" x 12.5", IT MUST BE QUARTER-FOLDED before it arrives at our printer. Customers will be charged \$30 per hour to fold inserts that arrive unfolded.

Inserts that are perfect bound or stitched cannot exceed the maximum of 10" x 12.5" in their full size and a sample must be provided before insert is scheduled. These size restrictions apply to all inserts, single or multi-page.

Delivery

Your Insert (folded to be no larger than 10" x 12.5" should be marked clearly:

FOR INSERTION IN THE SOUTH COAST BEACON

with the insertion date, and delivered either skidded or boxed to:

O'Neil Data Systems
Attn: Keith Wittinghill
12655 Beatrice St.
Los Angeles, CA 90066

Delivery must arrive no later than noon Monday prior to the Wednesday insertion date.

Pricing

Pricing below is for single sheets. Due to our direct-mail delivery and the effect of weight on the cost, insertion pricing on multiple page inserts must be requested on a case by case basis.

Insertion and Delivery	
Less than 5,000	\$50/1,000
5,000 to 9,000	\$45/1,000
10,000 to 14,000	\$40/1,000
15,000 to 19,000	\$35/1,000
20,000 and above	\$30/1,000

Printing

The South Coast Beacon is also happy to print your insert if that is more convenient for you. Pricing will vary based on paper choice, color and the number of pages. Each print job will be priced individually. Please ask your Ad Representative for a specific quote.

Contact your Advertising Representative

for answers. 805.679.6703



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