



THE WEST BANK
beacon

2018 MEDIA KIT

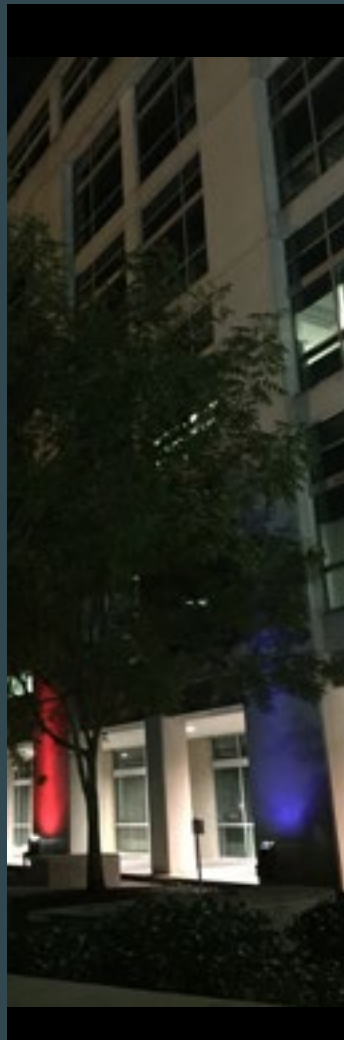
www.wbbeacon.com

WHY ADVERTISE IN THE WEST BANK BEACON

EXTENDING THE REACH OF YOUR BRAND

The Westbank Beacon delivers the news faster and better using new technologies to advance the storytelling experience giving your ads high exposure to an elusive at-work audience in our monthly printed publication, through our website and social media advertising. The West Bank Beacon has generated thousands of unique users on a monthly basis and is the most popular gateway for relevant to Jefferson Parish news.

With 15,000 copies distributed each month from Algiers to Grand Isle, including direct mail to over 10,00 West Bank households, we are seen all over the greater Jefferson Parish area. To find out more about our opportunities, please call (504) 615-9475. One of our friendly sales representatives will be more than happy to walk you through the entire process.



DISTRIBUTION AND CIRCULATION



15,000

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The West Bank Beacon is published once a month with a current base circulation of 15,000. Free copies are sent to targeted businesses and residents on the West Bank. They are sent via direct mail and are also available on newsstands from Gretna to Grand Isle. Free direct mail subscriptions are available and each issue will be available as a pdf to view and download via our website monthly. We send a link to the downloadable pdf to our email mailing list monthly and post to our social media channels.

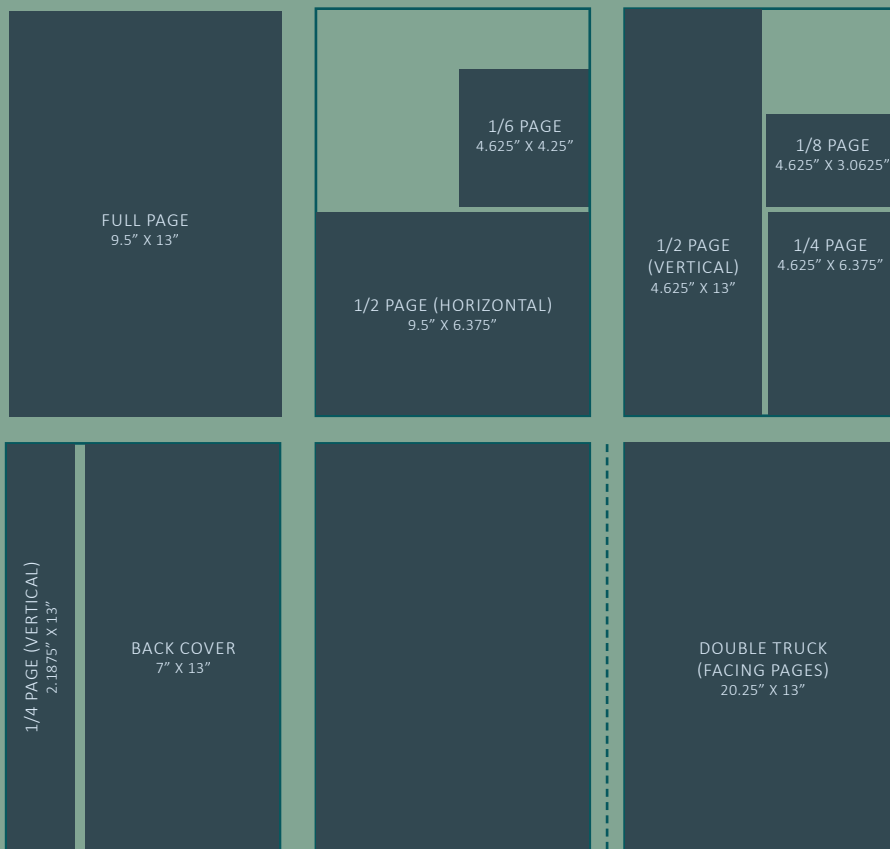
The West Bank Beacon is distributed to local businesses in each area:

Retail Stores
Grocery Stores
Restaurants
Auto Sales and Repair
Bingo Halls
Hospitals

Police Stations
Government
Hardware Stores
Country Clubs
Apartment Complexes
Pharmacies

We've Got the West Bank Covered

PRINT ADS



2018 Rates

Double Truck 20.25" x 13" \$2700	1/4 Page 4.625" x 6.375" 2.1875" x 13" \$370
Back Cover 7" x 13" \$2500	1/6 Page 4.625" x 4.25" \$270
Full Page 9.5" x 13" \$1500	1/8 Page 4.625" x 3.0625" 2.1875" x 6.375" \$195
1/2 Page 9.5" x 6.375" 4.625" x 13" \$720	Classified Ad \$100

Requirements for Print Advertising

Submit your finished ad, as an electronic formatted file, with a resolution of 300 dpi. Only the following file formats are acceptable: PDF, JPEG, or TIFF. Fonts must be imbedded or changed to outlines in a PDF file. If additional work is required to insure files output correctly, we will work with you. Please note, artwork pulled from websites will not reproduce well and is not acceptable. If you need our help designing a new ad or editing an existing ad, there is no charge for design services when you advertise in The West Bank Beacon. For more

information on advertising in our next issue, please contact one of our sales representatives today.

The West Bank Beacon reserves the right and exercises sole discretion to refuse advertising of any proposed advertising, or other content submitted for consideration to The West Bank Beacon or its agents, including but not limited to material which may be deemed: obscene, pornographic, defamatory, fraudulent, unfairly demeaning to third persons, racially malevolent, may otherwise be of a questionable factual basis or questionable to the community.



The West Bank Beacon is distributed to 15,000 households and businesses every month and on newsstands from Algiers to Grand Isle.

It is also available for download through our website monthly. Contact us today for advertising opportunities... We've got the West Bank covered.

Phone: (504) 615-9475
Email: sales@wbbeacon.com

