



POENB

Property Owners of Eaton's Neck Beach

2019 Advertising Rate Card for Changing Tides

Reach: 415 dedicated homes in one of the North Shore's most unique communities.
9 issues: (Jan.) (Feb/March) (April) (May) (June) (July/Aug.) (Sept.) (Oct./Nov.) (Dec.)

Securing your Changing Tides ad is easy and can be done online. Start by reviewing the rates below then click to fill out the required [online reservation form](#) or go to eatonsneck.org/changing-tides/advertise with us. Once you've checked off your desired months and sizes, click submit. We'll email you a confirmation and an invoice.

Advertising space in the Changing Tides is placed in the most visible sections of the paper: 1) Inside the issue, opposite the popular Community Bulletin Board and 2) On the back cover. The interior ads are reproduced in b/w and the back cover is in color. The editorial staff rotates ads between the spaces to make placement as equitable for all size businesses. Placement of ads is at the discretion of the editorial staff—specific placement location cannot be requested. If advertising in a given month exceeds the two specified ad sections, additional ads may be spread throughout the issue or a free-standing b/w page of advertisers could be added. Ads should be submitted in color if possible. The Changing Tides staff will turn a color ad into b/w ad when it is to be placed inside the issue. Please adhere to the dimensions listed below. All ads can/should be reserved online, except want ads.

	POENB Member Cost per issue	Discount if purchasing 4 issues or more	Non POENB Member cost per issue	Discount if purchasing 4 issues or more
1/8 pg. (business card) 3.5 in. wide x 2 in. high	\$30	\$ 25	\$45	\$40
1/4 of a page 3.5 in. wide x 4.75 in. high	\$50	\$45	\$70	\$65
1/2 page horizontal 7.5 in. wide x 4.75 in. high	\$75	\$65	\$100	\$90

Full Page Ad

Full pg. advertisers are responsible for printing their own full page (8.5x11) ad. You may print on one or both sides of the paper in b/w or color. To reserve advertisers are asked to email a copy of the ad to changingtides@eatonsneck.org for approval. Full pg ads will be tipped into the issue as free-standing inserts. Upon approval, advertiser will be given info on how/when to drop off (415) copies to our distribution manager.

	POENB Member	Non POENB Member
Full Pg. Tip In. (8.5 in. wide x 11 in. high)	\$ 200	\$ 240

POENB Website Sponsorship (Digital)

- Links to your card off POENB home page: eatonsneck.org - Business card size only. Color or b/w scan accepted - Your card is a live link to your business website	\$180 (for 12 months)	\$240 (for 12 months)
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Want Ad

An all type ad reserved for POENB members only which must be a maximum of 4 lines (35 characters per line including spaces). Advertisers should format it as they'd like to see it printed (caps, bold, underline, italics) & email ad to changingtides@eatonsneck.org. Cannot be reserved online.

Want Ad (b/w-all type)	\$20	n/a	Available only to POENB members.	n/a
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Go to eatonsneck.org reserve your ad space online. We will send you confirmation then invoice you. Advertisers can then mail a check (payable to POENB) to the address below or pay via PayPal. Instructions will be provided on the invoice.