

P A R A M O U N T

PULSE BEAT

RATE SHEET

Pulse Beat is a publication by the Paramount Chamber of Commerce, for the purpose of community information and advertising by the business community. Advertising is limited to current membership within the Paramount Chamber of Commerce. Not for political ads or legal classifieds Total distribution is 20,000 copies. 15,000, copies are delivered door to door to residents & businesses in the city of Paramount. The remaining 5,000 copies are dropped in bulk and sent by mail. Online copies of the Pulse Beat are found on the Paramount Chamber of Commerce website.

Members Rate (per Issue)

Grayscale w/Spot Color	Open	3X	6X	12X
Full Page	733	674	612	581
Half Page	428	400	337	308
Quarter Page	274	245	214	182
Eighth Page	182	159	136	122
Sixteenth Page	136	110	98	73
Coupon	61			
Business Cards	55	43	37	32
Classifieds	13			

ADDITIONAL CHARGES & DISCOUNTS

- **FULL COLOR:** ads subject to 20% surcharge.
- **Position request** subject to 20% surcharge, otherwise position not guaranteed.
- **PRE-PAY:** 10% discount for pre-paid ads
- **PRE-PAY:** 15% discount for Full Year ads
- **INSERTS:** Supplied inserts \$55/m -2000 minimum
 - Retail District: 2000 - \$110
 - Industrial District: 2000 - \$110
 - Full Circulation: 15,000 - \$650.00

Ad Size Specs

	WIDTH	DEPTH
Full Page	10"	16"
Half Page	10"	8"
Quarter Page	5"	8"
Eighth Page	5"	4"
Sixteenth Page	5"	2.25"
Coupon	3.5"	2"

ADDITIONAL SPECS

- Column width is 2.25 inches.
- Each page is 4 columns wide.
- Page is 10 inches by 16 inches in length. 85 line screen for all half-tones, monthly deadlines for advertising in the Pulse Beat is 15 days before publication date.

We Accept



For a Sales representative to assist you, please contact the Paramount Chamber of Commerce office (562) 634-3980 - Fax (562) 634-0891 - inquire@paramountchamber.com

For electronic copies see our website: paramountchamber.com