



POENB
Property Owners of Eaton's Neck Beach

2024 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/August) (Sept.) (Oct/Nov) (Dec.)

Securing a Changing Tides ad takes three easy steps: 1) Review the rates below 2) Fill out our *online reservation form* at eatonsneck.org under Changing Tides or at this url: eatonsneck.org/changing_tides/advertise_with_us. 3) Check off your desired months & sizes & submit. We'll email you a confirmation and an invoice.

	POENB Member Cost per issue	POENB Member discount if purchasing 4 issues or more	Non POENB Member cost per issue	Non POENB member discount if purchasing 4 issues or more	BONUS <i>(If you advertise in all 9 issues)</i>
1/8 pg. (business card) 3.5 in. wide x 2 in. high	\$35	\$30	\$50	\$45	1 free ad
1/4 of a page 3.5 in. wide x 4.75 in. high	\$55	\$50	\$70	\$65	1 free ad
1/2 page horizontal * 7.5 in. wide x 4.75 in. high *** 1/2 pg. ads are usually run inside issue in b/w due to back page space limitations	\$85	\$80	\$100	\$90	1 free ad

Please note: 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. 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 use the dimensions listed below. All ads can be reserved online, except classifieds.

Classified Ad (for POENB members only)

These are **all type** community notice for POENB members only (selling an item or seeking something). Ads selling a service (i.e. Tutoring/lessons) are not classifieds and fall under regular ad prices. Classifieds ad should be a maximum of 4 lines (approx. 35 characters per line including spaces). Advertisers can email the text as they'd like to see it formatted (caps, bold, underline, italics) or just provide the copy and Changing Tides will be happy to format for you. Please email ads to changingtides@eatonsneck.org. Classified cannot be reserved online.

Classified Ad <i>(b/w-all type)</i>	\$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.