



# THE BEACON

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- Bright
- Batesville
- Hidden Valley Lake
- Dover
- Yorkville
- New Alsace
- Guilford
- Logan
- Milan
- Moores Hill
- Sunman
- Lawrenceburg
- Aurora
- Franklin County
- Dillsboro
- Rising Sun
- Greendale
- Versailles
- St. Leon
- Manchester
- Harrison
- Brookville

OVER 22,000  
DISTRIBUTION  
& GROWING!

Serving Dearborn, Franklin,  
Ohio, and Ripley  
Counties as well as  
Harrison, OH

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The Beacon is an independent community newspaper with distribution in Dearborn, Ripley, Franklin and Ohio Counties in Indiana and Harrison, Ohio. Published since 1994, we are proud to be part of the Southeast Indiana region.

## PRINT

total audience 22,000 / 264,000  
frequency 12x / year

monthly / annual

## DIGITAL

average monthly impressions/page views 291,245  
average monthly unique visitors 16,119  
average time spent 5-15 min.  
digital edition monthly views 7444

## AUDIENCE

recipients single family homes in Dearborn, Franklin, Ohio, and Ripley counties in Indiana as well as southwest Hamilton County, Ohio

readership 95%

reader demographics male 46%  
female 54%

ages 18-27 11%  
25-34 15%  
35-44 16%  
45-54 21%  
55-64 18%  
65-74 10%  
75 & up 9%

average income \$55-399,000

response to products or services advertised 77%

length of retention two weeks 48%  
four weeks 35%





## PRAISE FOR THE BEACON



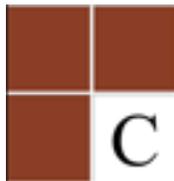
“The Beacon plays a vital role in the outreach of Ivy Tech Community College to our local residents. The Beacon’s regional footprint aligns with the Ivy Tech- Lawrenceburg/ Batesville campus four county service area, so it is a natural fit to communicate important, timely information about Ivy Tech educational programming to our hometown audience!”

Lisa Moorhead, Vice Chancellor  
Ivy Tech



“The Beacon provides news that we all enjoy reading. Important news about our neighbors, our communities, and our friends. Tamara is a pleasure to work with and makes sharing the message of Friendship easy with our entire service area through just this one publication.”

Hope Tankersley, Marketing Coordinator,  
Friendship State Bank



“Keep up the good work! It is amazing how many people in the community ask for more information about the real estate they see listed in our ad in The BEACON. It reaches the areas we specialize in. The BEACON is a great buy!”

Dale Lutz, Cornerstone Realty & Lutz Auctions



The Dearborn County Fair was going through some changes and we needed to get this information out to the people of Dearborn County and surrounding area. Our budget is limited so we are glad that The BEACON could help us out and stay within our budget. We set record attendance and stayed within our budget thanks to The BEACON.

Karen Herth,  
Dearborn County Fair Board



When it comes to advertising our festivals and events, we’ve found The BEACON to be a great way to help spread the word to our local Dearborn County residents. We rely on The BEACON to promote our monthly Calendar of Events and keep the region informed of all of the great things to do taking place right here in Southeast Indiana.

Debbie Smith, Executive Director  
Dearborn County Convention, Visitor & Tourism Bureau

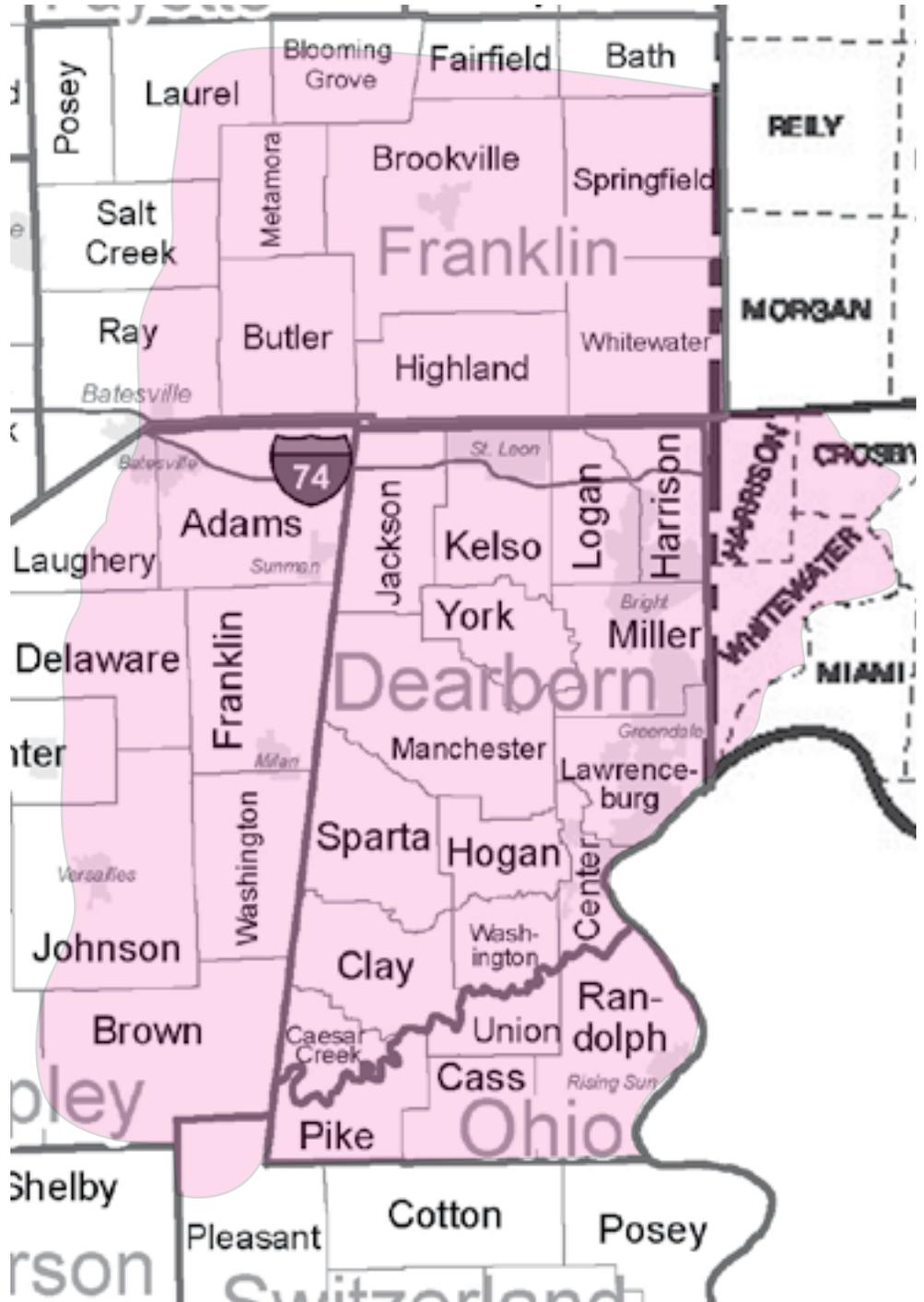


“At FCN Bank we pride ourselves on being your community bank and we are very honored and happy to work with a community paper. The Beacon is a wonderful community paper and we proud to support them and our local communities! Thank you for all you do!”

Haze Franks, Marketing  
FCN Bank

# THE BEACON

## REGIONAL REACH COMMUNITY COMMITMENT



## 2026 ADVERTISING RATE CARD

### ADVERTISING RATES

	Cost	6-month contract	12-month contract
Dimensions listed in <b>INCHES</b> , width x height			
<b>FULL PAGE</b>			
10 x 21"	\$1300	1220/mo.	1100/ mo.
<b>1/2 PAGE</b>			
6 x 13" vertical OR 10 x 10.5 horizontal	765	685/mo.	647/mo.
<b>1/4 PAGE</b>			
4 x 9.7" vertical OR 10 x 5.5" horizontal	565	505/mo.	487/mo.
<b>1/6 PAGE</b>			
4 x 7" vertical OR 6 x 4.5" horizontal	390	360/mo.	338/mo.
<b>1/8 PAGE</b>			
4 x 2.75" horizontal	185	165/mo.	145/mo.
<b>BUSINESS CARD</b>			
4 x 2" horizontal	75	68/mo.	61/mo.
<i>consecutive 3-month minimum required, paid in full, in advance.</i>			
<b>BUSINESS AND PROFESSIONAL DIRECTORY</b>			
4 x 2"	75	68/mo.	61/mo.
<i>consecutive 3-month minimum required, paid in full, in advance.</i>			
<b>INSERT/FLYER ADVERTISING</b>		63 per CPM	
<b>WEBSITE AD- 300x220 PPI</b>		130/mo.	110/mo.
<b>COLOR ADS</b>		55	
FREE for full page, 1/2 page, 1/4 page, FREE for contract advertisers on 6- or 12-month contracts, any size ad			
<b>PREFERRED FILE FORMATS</b>			
high resolution PDF (press-quality CMYK, fonts embedded, files flattened); JPEG; TIFF			
Photos at 300 dpi. Allow for 30% dot gain.			
THE BEACON IS NOT RESPONSIBLE FOR ARTWORK SUBMITTED IN LOW RESOLUTION OR INCORRECT FILE FORMAT.			

### CONTACT

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2026 ADVERTISING SCHEDULE

PUBLICATION SCHEDULE

<b>Edition</b>	<b>Ad Due Date</b>	<b>Mailed</b>
January Edition	November 24, 2025	Saturday, December 13, 2025
February Edition	December 29, 2025	Saturday, January 17, 2026
March Edition	January 26	Saturday, February 14
April Edition	February 23	Saturday, March 14
May Edition	March 30	Saturday, April 18
June Edition	April 27	Saturday, May 16
July Edition	May 25	Saturday, June 13
August Edition	June 29	Saturday, July 18
September Edition	July 27	Saturday, August 15
October Edition	August 24	Saturday, September 12
November Edition	September 28	Saturday, October 17
December Edition	October 26	Saturday, November 14
January 2027 Edition	November 30	Saturday, December 19
February 2027 Edition	December 21	Saturday, January 16, 2026

*Schedule as of Dec. 17, 2524 Publication dates are subject to change.*

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