

THE GREATER KANSAS CITY



LABOR BEACON

PUT YOUR HARD WORKING ADVERTISING DOLLARS TO WORK WITH THE LABOR BEACON

The *Labor Beacon* is the second largest (paid) subscription newspaper in the metropolitan area.

The *Labor Beacon* is recognized as the second largest Labor newspaper in the USA.

Our subscribers are consistent salary and wage earners, with a broad range of needs and have the consistent buying power needed to support a full range of goods and services.

Labor Union members who consistently read our publication support our advertisers

The *Labor Beacon* enables your advertising dollars to reach a diverse range of loyal readers.

Our publication influences Labor

leaders, union executives, financial planners, pension and insurance benefit managers as well as teachers, nurses, construction workers, government employees, union retirees as well as many other occupations.

HIGH WAGES, GOOD JOBS, GREAT BENEFITS

We mail out the newspaper to over **40,000** men, women and their families. In addition, we drop the newspaper at the Local Halls of almost every union in the metropolitan area. This allows the advertisers access to a large percentage of union members who do not subscribe, but pick the paper up at their respective halls.

Below is a listing of several unions and the hourly wage a member makes. Obviously apprentices do not make what Journeymen do. The rates below are based on journeyman wages.

ASBESTOS WORKERS UNION...

Hourly Rate \$39.57....Yearly salary (based on 45 hours per week)..**\$92,593.80**

PIPEFITTERS UNION

Hourly Rate \$40.16....Yearly salary (based on 45 hours per week)..**\$93,974.40**

SHEETMETAL WORKERS UNION

Hourly Rate \$40.37....Yearly salary (based on 45 hours per week)..**\$94,465.80**

PLUMBERS UNION

Hourly Rate \$39.00....Yearly salary (based on 45 hours per week)..**\$91,260.00**

SPRINKLER FITTERS

Hourly Rate \$38.10....Yearly salary (based on 45 hours per week)..**\$89,154.00**

ELECTRICIANS UNION

Hourly Rate \$41.00....Yearly salary (based on 45 hours per week)..**\$95,940.00**

The Labor Beacon counts approximately **20,450 members** of the building Trades as subscribers. Based on an average hourly wage of approximately \$34.00 per hour and an average work week of 40 hours, our **average reader earns approximately \$70,720.00**. That means you have access to over **ONE BILLION DOLLARS** in income from just the Building Trades unions. In addition, the Labor Beacon has an additional 6,000 subscribers, as well as the income spouses who live with our members, bring home.

AD RATES		1X	4X
FULL PAGE		\$ 2,200	\$ 1,850
3/4 PAGE		\$ 1,600	\$ 1,350
1/2 PAGE		\$ 1,000	\$ 750
1/4 PAGE		\$ 550	\$ 450
1/8 PAGE		\$ 325	\$ 275
1/16 PAGE		\$ 225	\$ 200

AD SIZES

FULL PAGE	W 9.75	1/4 PAGE	W 4.80
	H 12.40		H 6.15
3/4 PAGE	W 7.3	1/8 PAGE	W 4.80
	H 10.0		H 3.10
1/2 PAGE	W 9.75	1/16 PAGE	W 4.80
	H 6.15		H 1.65

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