



EL COLOMBIANO®

3408 West 84th Street • Suite 206  
Hialeah Gardens • Florida • 33018  
avisos@elcolombiano.net

①: 305.558.4577 • 954.430.1090  
www.elcolombiano.net



facebook.com/elcolombianonewspapper



twitter.com/elcolombianotwi

## S P E C S

## RATE CARD

2014

**Size:** Tabloid (11 Inches Wide X 17 Inches Height).

**Print Area:** 10.376 Inches wide X 15.8 Inches height.

**Rates based on:** 35,000 Weekly issues.

**Distribution:** Miami-Dade, Broward & South Palm Beach Counties.

**Publication Day:** Friday every week.

**Deadline:** Tuesday before every edition.

**Columns:** 1: 1.955". 2: 4.06". 3: 6.166". 4: 8.271". 5: 10.376".

**Free-Standing Inserts:** Available.

**Special Internal Position:** Regular rate plus 10%.

**Third Page:** Regular rate plus 35%.

**Back Cover:** Regular rate plus 60%.

**Cover:** Regular rate plus 135%.

The rate card level applicable to an advertiser is determined by the advertiser's projected volume during a 12-month contract period.

The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between EL COLOMBIANO® and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract.

EL COLOMBIANO® reserves the right to issue new rate cards and to revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or of written notice of rate changes to the address of the advertisers or agency stated in a contract.

| FREQUENCY                                   | 1 a 4 WEEKS                   | 5 a 11 WEEKS | 12 a 18 WEEKS | 19 a 25 WEEKS | 26 a 50 WEEKS |
|---|-------------------------------|--------------|---------------|---------------|---------------|
| <b>Wide X Height</b>                        | PRICES ARE PER WEEK PUBLISHED |              |               |               |               |
| <b>COLOR PAGE</b><br>5 cols. X 16.8 Inches  | \$1,737                       | \$1,636      | \$1,547       | \$1,444       | \$1,349       |
| <b>B&amp;W PAGE</b>                         | \$1,336                       | \$1,259      | \$1,190       | \$1,111       | \$1,038       |
| <b>4C 1/2 PAGE</b><br>6 cols. X 8.04 Inches | \$881                         | \$831        | \$785         | \$733         | \$685         |
| <b>B&amp;W HALF PAGE</b>                    | \$678                         | \$639        | \$604         | \$564         | \$527         |
| <b>4C 1/3 PAGE</b><br>5 cols. X 5.06 Inches | \$568                         | \$537        | \$504         | \$473         | \$399         |
| <b>B&amp;W 1/3 of PAGE</b>                  | \$437                         | \$413        | \$388         | \$364         | \$340         |
| <b>4C 1/4 PAGE</b><br>5 cols. X 4.06 Inches | \$450                         | \$424        | \$400         | \$374         | \$350         |
| <b>B&amp;W 1/4 of PAGE</b>                  | \$346                         | \$326        | \$308         | \$288         | \$269         |
| <b>4C 1/8 PAGE</b><br>2 cols. X 5.23 Inches | \$234                         | \$217        | \$201         | \$187         | \$174         |
| <b>B&amp;W 1/8 of PAGE</b>                  | \$180                         | \$167        | \$155         | \$144         | \$134         |

Commission of 15% will be granted only to recognized advertising agencies.

### FULL PAGE

69¢  
CUANDO TENGO SED  
VOY POR LO  
GRANDE.  
me encanta™

### HALF PAGE

Recordando y acordando por los momentos  
Emmanuel

### 1/8 OF PAGE

1/8 OF PAGE  
1/4 OF PAGE