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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%.

FREQUENCY	1 a 4 WEEKS	5 a 11 WEEKS	12 a 18 WEEKS	19 a 25 WEEKS	26 a 50 WEEKS
Wide X Height	PRICES ARE PER WEEK PUBLISHED				
COLOR PAGE 6 cols. X 16.8 Inches	\$1,737	\$1,636	\$1,547	\$1,444	\$1,349
B&W PAGE	\$1,336	\$1,259	\$1,190	\$1,111	\$1,038
4C 1/2 PAGE 6 cols. X 8.04 Inches	\$881	\$831	\$785	\$733	\$685
B&W HALF PAGE	\$678	\$639	\$604	\$564	\$527
4C 1/3 PAGE 6 cols. X 6.06 Inches	\$568	\$537	\$504	\$473	\$399
B&W 1/3 of PAGE	\$437	\$413	\$388	\$364	\$340
4C 1/4 PAGE 6 cols. X 4.06 Inches	\$450	\$424	\$400	\$374	\$350
B&W 1/4 of PAGE	\$346	\$326	\$308	\$288	\$269
4C 1/8 PAGE 2 cols. X 6.23 Inches	\$234	\$217	\$201	\$187	\$174
B&W 1/8 of PAGE	\$180	\$167	\$155	\$144	\$134

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

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.

FULL PAGE

69¢
CUANDO TENGO SED
VOY POR LO GRANDE.
McDonald's
me encanta

HALF PAGE

Recorda y acorda por secuestros
Emancipación

1/8 OF PAGE

1/4 OF PAGE

Liberty of the East
que recoge los mares del mundo