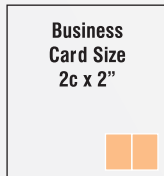
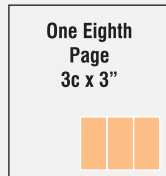
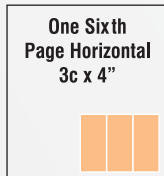
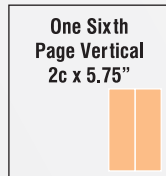
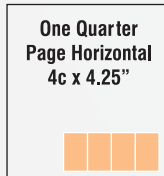
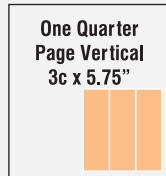
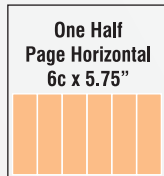
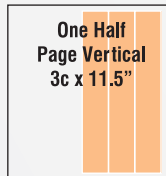
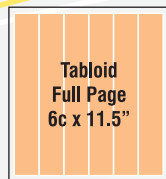


ADVERTISING RATES

Tabloid size 10.5" W x 11.5" H (6 col x 11.5")



Open Rate - \$30 per col/in

	Net Rates
Full Page 6 col x 11.5" = 69 col/in	\$ 2,070
One Half Page Vertical 3 col x 11.5" = 34.5 col/in	\$ 1,035
One Half Page Horizontal 6 col x 5.75" = 34.5 col/in	\$ 1,035
One Quarter Page Vertical 3 col x 5.75" = 17.25 col/in	\$ 517.5
One Quarter Horizontal 4 col x 4.25" = 17 col/in	\$ 510
One Sixth Page Vertical 2 col x 5.75" = 11.5 col/in	\$ 345
One Sixth Horizontal 3 col x 4" = 12 col/in	\$ 360
One Eighth Page 3 col x 3" = 9 col/in	\$ 270
Business Card Size 2 col x 2" = 4 col/in	\$ 120

6 columns (Display Ad)

1 col = 1.59"	4 col = 6.8"
2 col = 3.34"	5 col = 8.6"
3 col = 5.10"	6 col = 10.37"

8 columns (Classified Ad)

1 col = 1.15"	5 col = 6.42"
2 col = 2.46"	6 col = 7.74"
3 col = 3.78"	7 col = 9.05"
4 col = 5.10"	8 col = 10.37"

# Weeks	1x	4x	8x	13x	24x	36x	48x+
% frequency disc.	open	5%	10%	15%	20%	25%	30%
Amt. Col. inch:	\$30	\$28.5	\$27	\$25.5	\$24	\$22.5	\$21

Space Reservation Deadlines:
Display: Friday prior to Publication.
Classified: Monday week of Publication.

Distribution Day:
Friday

Legal Notices:
Call for rate and placement

Inserts:
Inserts are accepted for full run and door-to-door run only. Two week reservation required; 1/4 fold, \$55 per thousand

Artwork:
Camera Ready:
Due Monday noon, week of publication.
Format: Embedded 300 dpi PDF file.
In-House Creative:
Materials due two weeks prior to publication.

Changes in artwork carry extra charges
In-House graphics - \$35 per hour
Spanish Translation - \$35 per hour

Color Rates:
Three Color and Black: \$500 net
Two Color and Black: \$250 net