

LA VOZ

THE VOICE PUBLISHING
P.O. BOX 899 ELIZABETH, N.J. 07207 - 0899

ADVERTISING MANAGER
ACCOUNT REPRESENTATIVE

DANIEL GARCIA
VIRGINIA ITURRALDE

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ADVERTISING RATE CARD

DISPLAY ADVERTISEMENT

OPEN RATE	PER INCH \$12.40	SAU INCH \$19.84	
• Full Page	\$1388.80	• Half Page	\$694.40
• Quarter Page	\$347.20	• Eight Page	\$173.60
ANNUAL CONTRACTS		PER INCH	
500 to 750 inches	\$11.78		
751 to 1000 inches	\$11.47		
1001 and over	\$10.80		

Legal, Political, Organizational and Film Distributor Advertisement earn the following commissionable rate.

OPEN RATE	\$12.80
500 to 750 inches	\$11.84

PRE PRINT ADVERTISING RATES

	1x	5x	10x yearly
1 to 4 pages (per thousand)	\$60.00	\$55.00	\$50.00
4 to 8 pages	\$64.80	\$59.80	\$54.80
8 to 12 pages	\$70.59	\$65.59	\$60.59
12 to 16 pages	\$75.53	\$70.53	\$67.35
16 to 20 pages	\$82.35	\$77.35	\$72.35
20 to 24 pages	\$88.11	\$83.11	\$78.11

These rates represent gross figures and apply to National & Retail Preprints. Inserts on full circulation only.

ADDITIONAL COLOR _____ \$200 per spot color
 PROCESS COLOR _____ \$600 process

CLASSIFIED RATES

• Minimum one inch per column _____ \$11.80
 • Rate by inch _____ \$11.80

Guaranteed Position Premium _____ 10%
 If position is not available, premium will not be charged.

CONTRACT TERMS

- Contracts must be completed within 1 year from starting date.
- We reserve the right to edit or reject any and all copies submitted.
- Discontinuance of advertisement is optional to La Voz unless paid for on guaranteed basis.

Cpsv COMMUNITY PAPERS VERIFICATIONS SERVICES

MECHANICAL REQUIREMENTS

Columns	Width/Inches	Width/picas
1	1 ^{3/8}	8.3
2	2 ^{7/8}	17.3
3	4 ^{5/16}	25.9
4	5 ^{3/4}	34.6
5	7 ^{3/16}	43.3
6	8 ^{11/16}	52.3
7	10 ^{1/8}	61.0

- Tabloid Format
- Offset Printing Process
- Depth of Page, 16 inches (96 picas)
- 7 Columns to a page
- Full Page 112 inches (672 picas - 1568 lines)
- Half Tone Screen 85°

CLOSING TIME

- Monday prior Issue Date (see schedule of publication for issue dates and special features). Space reservation Friday prior.

GENERAL INFORMATION

- Minimum size for display advertisement is 1 column by 2 inches.
- All display advertisements are measured to the space ordered and reserved, or space occupied, whichever is greater.
- The advertiser and agency will hold La Voz harmless against all claims asserted by reason of publication of an ad or its content.
- The publisher accepts advertisements in Quark, Illustrator and compatible PDF Formats.
- The publisher will make an effort to see that advertising is published as accepted, but will be held harmless for any consequential damage resulting from failure to do so.
- Contracts, not honoring space contracted for, will be short rated to the best earned rate for the number of inches used.
- Open invoices will be applied the current financing rate after 30 days of issue date. All payments are due within 30 days of issue date.
- La Voz reserves the right to revise its rate at any time upon 30 days of written notice.

COMMISSION AND TERMS

- A cash discount of 2% for payment within 10 days.
- Open Rates are commissionable to recognized agencies.

Member: NAHP, NFHON, Hispanic Media Council