

# LA CUADRA

ADVERTISING RATES  
2010

## AD RATES

Back Cover	Q. 3300
Inside Back Cover	Q. 3000
Inside Front Cover	Q. 3000
Full Page Color	Q. 2650
Half Page Color	Q. 1475
Quarter Page Color	Q. 875
Full Page B/W	Q. 1800
Half Page B/W	Q. 1000
Quarter Page B/W	Q. 550
Eight Page B/W	Q. 350

## AD DIMENSIONS

Full Page	7.5 x 10 inches
Half Page	7.5 x 4.9 inches
1/4 Page	3.65 x 4.9 inches
1/8 Page	3.65 x 2.8 inches

(1 Inch - 2.54 cm = 6 picas)

### MAGAZINE ART SPECS:

JPG or TIF format, CMYK color, 300 ppi

### ON LINE ART SPECS:

JPG format, RGB color, 200 ppi

Sidebar Ad: 160 pixels x 600 pixels =  
(.8 in x 3 in at 200 ppi)

Homepage Ad: 300 pixels x 250 pixels = (1.5 in x  
1.23 in at 200 ppi)

Footer Ad: 600 pixels x 124 pixels =  
(.625 in x .75 in at 200 ppi)

### CLIENT INFORMATION:

1. NAME OF BUSINESS ADVERTISED:

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2. NAME FOR TAX PURPOSES / S.A.:

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3. NIT #:

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4. BUSINESS ADDRESS:

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AD TYPE:

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PRICE:

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CONTRACT LENGTH:

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CLIENT NAME PRINTED / SIGNED

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CLIENT EMAIL AND PHONE NUMBER:

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ACCOUNT MANAGER:

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