

EL PLANETA

NATIONAL RATE CARD

SIZES	SPECS	Frequency (Rates for black and white ads)					
		1X	4X	8X	13X	26X	52X
Full Page	10" x 12.75"	\$2,250	\$2,138	\$2,025	\$1,913	\$1,688	\$1,463
1/2 Page	10" x 6.25"	\$1,294	\$1,229	\$1,164	\$1,100	\$970	\$841
1/3 Page	3.25" x 12.75"	\$975	\$926	\$878	\$829	\$731	\$634
1/4 Page	4.875" x 6.25"	\$788	\$748	\$709	\$669	\$591	\$512
1/6 Page	3.25" x 6.25"	\$529	\$502	\$476	\$449	\$397	\$344
1/8 Page	3.25" x 4"	\$402	\$382	\$362	\$342	\$302	\$261
1/12 Page	3.25" x 3"	\$272	\$258	\$245	\$231	\$204	\$177
1/18 Page	1.5" x 4"	\$184	\$175	\$165	\$156	\$138	\$119
1/24 Page	1.5" x 3"	\$138	\$131	\$124	\$117	\$103	\$90

PREMIUM POSITIONING SIZES	Frequency (Rates for black and white ads)					
	1X	4X	8X	13X	26X	52X
Pop Up Oversized Page (2 Visible Sides)	\$1,448	\$1,369	\$1,284	\$1,189	\$1,082	\$962
Full Page Backcover	\$2,683	\$2,591	\$2,492	\$2,382	\$2,258	\$2,118
Full Page Inside Cover	\$1,900	\$1,851	\$1,798	\$1,739	\$1,673	\$1,598

All rates are gross.

Premium Positioning

- **1/2 Page Center Spread 20%**
- **Full Page Center Spread 10%**

Premium positioning values are already incorporated where applicable on rates above

COLOR CHARGE

Spot Color \$200

4 color \$400

Inserts:

Pre-Printed inserts \$73 per 1000

Maximum Size 8.25" x 11" folded

Post Your Print Ad Online:

Post your ad as a Flyer featured on the home page and other pages of TuBoston.com and reach thousands of visitors daily

Use the same creative - no extra artwork required

• **Full Time Flyer: \$372 per month***

* *discounts do not apply*