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Prime Position Subject to
Availability & Market Price

Design Programs Accepted
Acrobat 7.0 Photoshop CS2
Indesign CS2 Illustrator CS2

**Space Reservation
One Week Prior to Run Date**

Camera Ready Material
Due WEDNESDAY
Deadline for Creative being
done by El Mundo required
TUESDAY by 12:00 noon

Rates for Year 2009

Cost Per Column Inch

Local
Open Rate **\$15.50**

National
Open Rate **\$16.50**

Cost for Color

One **\$100** net

Two **\$200** net

Full **\$300** net

Quarter

6.5" X 5"

Horizontal

5" X 7"

Vertical

\$325.⁵⁰

Per Issue / Local Rate

Full Page

10" X 16"

\$1,488

Per Issue / Local Rate

Half Page

10" X 7"

Horizontal

6.75" X 10.5"

Vertical

\$651

Per Issue / Local Rate

2 col. x 4"

3.25" X 4"

\$124.⁰⁰

Per Issue / Local Rate

2 col. x 3"

3.25" X 3"

\$93.⁰⁰

Per Issue / Local Rate

Eight 1/8

5" X 3.25"

Horizontal

3.25" X 5"

Vertical

\$155

Per Issue / Local Rate

Banner

10" X 2.5"

\$232

Lower Position

\$295

Upper Position *

* Subject to Availability

2 col. x 2"

2" X 3"

\$62.⁰⁰

Per Issue / Local Rate