









## LA PRENSA LATINA



### Artwork and Space Policies

#### Mechanical Specs:

Ads should be submitted with raster elements no lower than 300 dpi. We have an external trim so bleeds are not necessary, although we do recommend a live area equal to the ad size minus 1/4". Ads submitted that do not conform with the printed size specifications will be reduced, enlarged, or floated at the discretion of the Publisher. We make no guarantee for the reproduction quality of any non-conforming artwork. Publisher strongly discourages the use of reverse ads with serif typefaces. Best results achieved on reverses using a maximum 70 line screen and 10 pt. type or larger.

#### Acceptable Ad Formats:

We accept only digital files for ad submissions via CD, DVD, FTP, or E-Mail. Preferred file formats for digital submissions are:

- **Option A:** PDF with all fonts converted to outlines/curves.
  - **Option B:** Packaged Adobe InDesign file or native Adobe Illustrator file (No exports from other programs. All fonts and graphics must be included). Other file formats such as JPEG, TIFF, or PSD will be accepted provided they are of sufficient resolution and quality. Please note that if we will be updating your ads with new ad-copy etc., you must provide your ad based on "Option B" above.
- We do not accept Publisher, PowerPoint, Freehand, or Quark Xpress files. You must convert these files to PDF before sending them.**

#### Space & Art Deadlines:

Space reservations and materials for ads requiring production work are due by 12 pm CST on Tuesday for the following Sunday's publication.

#### Ad Usage:

Ads created by La Prensa Latina may only be used in our publications. The right to publish our artwork in other publications can be purchased for an additional fee. Please contact your account executive for details.

**995 South Yates, Suite 3  
Memphis, TN 38119  
901.751.2100  
901.751.1202 (fax)  
www.laprensalatina.com**

## ADVERTISING RATES & INFORMATION

**Ad Deadline:**  
Ads are due by **12:00 noon on Tuesday**  
for the upcoming Friday issue.

Prices quoted are net per week. Rates are black & white. Add \$85 per spot color or \$195 for Full [4] color.

### Display Rates\*

Ad Size	Open Rate	12X	26X	52x
Full Page	620	585	575	540
3/4 Page	560	525	515	485
1/2 Page	465	430	420	390
1/4 Page	320	285	275	255
1/8 Page	265	230	220	200
Credit Card	190	175	170	150

**Insert Rate:** Inserts (Furnished) \$80 per 1000 (Must be received 14 days prior to insertion date)

### Display Classified Ads\*

Ad Size	Open Rate
Full Page	555
3/4 Page	340
1/2 Page	265
1/4 Page	190
1/8 Page	145
Credit Card	120

### Line Classified Rates\*\*

Word Count	Cost
45 Words	75
55 Words	85
65 Words	95
75 Words	105
85 Words	115

\* Only recruitment or real-estate related ads qualify for placement in the classified section. Any ad not appearing in the classified section of the publication is considered and priced as a display ad.

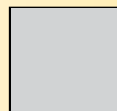
\*\* Line Classifieds are only placed in the classified section of the newspaper. These ads are text-only; no formatting of any kind is allowed. ALL CAPS are only allowed in the first line of text.

## How to Send Your Ads

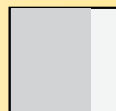
We accept ads primarily through e-mail. We will also accept CD/DVDs via mail or courier. If your ad is production-ready, please send it in **PDF format with all type converted to outlines**. If we will be making any changes to your ad, including adding Spanish translation, it must be sent in **Illustrator or InDesign** format with all fonts/graphics embedded or included as separate files. **We do not accept Publisher, PowerPoint, Freehand, or Quark Xpress files.**

**Ads for La Prensa Latina should be e-mailed to your account executive.**

We allow up to 20MB e-mail attachments although your mail server may have its own size restrictions. Please mail [graphics@laprensalatina.com](mailto:graphics@laprensalatina.com) to request our FTP information for files over 20MB. FTP requests must include client name, target issue date, and the name of your account executive to be granted.



**Full Page**  
(10w x 10.7h)



**3/4 Vertical**  
(7.5w x 10.7h)



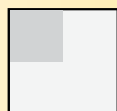
**3/4 Horizontal**  
(10w x 8h)



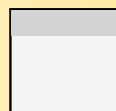
**1/2 Vertical**  
(5w x 10.7h)



**1/2 Horizontal**  
(10w x 5.3h)



**1/4 Vertical**  
(5w x 5.3h)



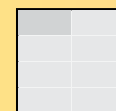
**1/4 Horizontal**  
(10w x 2.6h)



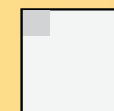
**1/8 Vertical**  
(2.4w x 5.3h)



**1/8 Horizontal**  
(5w x 2.6h)



**Latino Guide**  
(5w x 2.5h)



**Credit Card**  
(2.4w x 2.6h)



## Hispanic Yellow Pages 2012 Display Advertising Prices La Prensa Latina Includes Printed and Online Editions

	Size	Blk/Wht	1-Color	4-Color
Inside Front Cover/Full Color	7.5" x 10.25"	N/A	N/A	\$2895
Inside Rear Cover/Full Color	7.5" x 10.25"	N/A	N/A	\$2895
Outside Rear Cover/Full Color	7.5" x 10.25"	N/A	N/A	\$2895
Full Page 7"x10"	7" x 9.5"	\$1695	\$1995	\$2395
3/4 Page	7" x 7"	\$1495	\$1795	\$1995
1/2 Page Vertical	3.5" x 9.25"	\$1150	\$1485	\$1795
1/2 Page Horizontal	7" x 4.5"			
1/4 Page Vertical	3.5" x 4.5"	\$1065	\$1250	\$1595
1/4 Page Horizontal	7" x 2"			
1/8 Page Vertical	1.75" x 4.5"	\$895	\$995	\$1350
1/8 Page Horizontal	3.5" x 2"			
1/16 Page	1.75" x 2.25"	\$795	\$895	\$1255
Standard Line Listing (Name, Address, Telephone, State, Zip, Email address, and Web Page address)		\$595	N/A	N/A
<b>Bold Standard Line Listing *</b> (Name, Address, Telephone, State, Zip, Email address, and Web Page address)		\$695	N/A	N/A

### Artwork and Space Policies

#### Mechanical Specs:

Ads should be submitted with raster elements no lower than 300 dpi. We have an external trim so bleeds are not necessary, although we do recommend a live area equal to the ad size minus 1/4". Ads submitted that do not conform with the printed size specifications will be reduced, enlarged, or floated at the discretion of the Publisher. We make no guarantee for the reproduction quality of any non-conforming artwork. Publisher strongly discourages the use of reverse ads with serif typefaces. Best results achieved on reverses using a maximum 70 line screen and 10 pt. type or larger.

#### Acceptable Ad Forms:

We accept only digital files for ad submissions via CD, DVD, FTP, or E-Mail. Preferred file formats for digital submissions are:

- **Option A:** PDF with all fonts converted to outlines/curves.

- **Option B:** Packaged Adobe InDesign file or native Adobe Illustrator file (No exports from other programs. All fonts and graphics must be included).

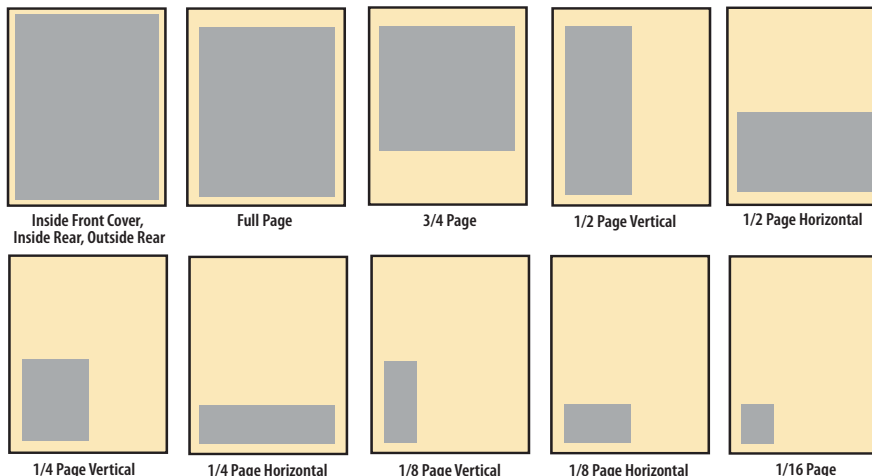
Other file formats such as JPEG, TIFF, or PSD will be accepted provided they are of sufficient resolution and quality. Please note that if we will be updating your ads with new ad-copy etc, you must provide your ad based on "Option B" above.

**We do not accept Publisher, PowerPoint, Freehand, or Quark Xpress files. You must convert these files to PDF before sending them.**

#### Ad Usage:

Ads created by La Prensa Latina Yellow Pages may only be used in our publications. The right to publish our artwork in other publications can be purchased for an additional fee. Please contact your account executive for details.

\* When you purchase any size display ad you receive a complimentary bold standard listing.



**995 South Yates, Suite 3  
Memphis, TN 38119  
901.751.2100  
901.751.1202 (fax)  
www.laprensalatina.com**