



# EL PLANETA

BOSTON'S NEWSPAPER IN ESPAÑOL

NATIONAL Rate Card 2009 | MASSACHUSETTS (BOS-LAW-WOR) 50,000 ISSUES\*

SIZES	SPECS	Frequency					
		1X	4X	8X	13X	26X	52X
Full Page Backcover	10" x 12.75"	\$5,099	\$4,821	\$4,521	\$4,187	\$3,812	\$3,386
Full Page Inside Cover	10" x 12.75"	\$3,599	\$3,403	\$3,191	\$2,955	\$2,690	\$2,390
Full Page	10" x 12.75"	\$2,599	\$2,457	\$2,304	\$2,134	\$1,943	\$1,726
Junior Page	6.5" x 9.5"	\$1,330	\$1,258	\$1,179	\$1,092	\$994	\$883
Half Page Horizontal	10" x 6.25"	\$1,286	\$1,216	\$1,140	\$1,056	\$962	\$854
Half Page Vertical	4.875" x 12.75"	\$1,299	\$1,229	\$1,152	\$1,067	\$971	\$863
Quarter Page Reg	4.875" x 6.25"	\$643	\$608	\$570	\$528	\$481	\$427
Quarter Page Horizontal	6.5" x 4"	\$560	\$530	\$497	\$460	\$419	\$372
Quarter Page Vertical	3.25" x 9.5"	\$665	\$629	\$590	\$546	\$497	\$442
1/24 Page	1.5" x 3"	\$105	\$99	\$93	\$86	\$78	\$70
1/18 Page	1.5" x 4"	\$140	\$132	\$124	\$115	\$105	\$93
1/12 Page	3.25" x 3"	\$210	\$199	\$186	\$172	\$157	\$139
1/8 Page Reg	3.25" x 4"	\$280	\$265	\$248	\$230	\$209	\$186
1/8 Page Horizontal	4.875" x 3"	\$315	\$298	\$279	\$259	\$235	\$209
1/8 Page Vertical	1.5" x 9.5"	\$333	\$314	\$295	\$273	\$249	\$221
1/6 Page Reg	3.25" x 6.25"	\$429	\$405	\$380	\$352	\$321	\$285
1/6 Page Horizontal	4.875" x 4"	\$420	\$397	\$372	\$345	\$314	\$279
1/6 Vertical	1.5" x 12.75"	\$433	\$410	\$384	\$356	\$324	\$288
1/3 Page	4.875" x 9.5"	\$866	\$819	\$768	\$711	\$648	\$575
Pop Up Oversized Page (2 Visible Sides)	9.75" x 1"	\$2,710	\$2,563	\$2,403	\$2,225	\$2,026	\$1,800

**Inserts (Pre-Printed):** \$73 per 1000

**Specs:** 8.25" X 11" (Folded Maximum Size )

Composition and printing quotes on request - Minimum 10,000

### Mechanical Specs:

E-Format: High Res. EPS / PDF

Page Size : 10.75"W x13.75"H

Deadline: Tuesday 5 PM

Ad submissions: sales@elplaneta.com

### File Preparation Specifications Camera Ready Ads:

- Create documents at 100% of printed size (ads must not require scaling)
- Include all collected files if supplying InDesign files
- Embed all fonts (including system fonts) when creating PDF or EPS files
- Accepted file formats include .pdf/. eps/ .tiff (.indd must be collected)
- We DO NOT accept Powerpoint, Word or CorelDraw files
- Minimum Resolution 170dpi

### Printing Specifications:

- Do **not** use 4/color black type (use 100% black only)
- Do **not** save colors in RGB
- All colors must be in CMYK (print colors)

### Premium Positioning

**Back Cover** \$2,500

**Inside Cover** \$1,000

**Pop Ups** \$2,500

**1/2 Page Center Spread** 20%

**Full Page Center Spread** 10%

Premium positioning values are already incorporated where applicable on rates above

### Post Your Print Ad Online:

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

Use the same creative - no extra artwork required

**Rotating Flyer:** \$ 124 per month\*

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

\* discounts do not apply



\*Circulation may vary week to week

For more information: sales@elplaneta.com

126 Brookline Avenue, Boston, MA, 02215, USA – Voice: (617)937-5900 – Fax: (617)933-7677 – www.tuboston.com