

# 2009 RATE CARD

## REGIONAL

Rumbo is a FREE bilingual (English-Spanish) newspaper published four (4) times a month by SUDA, Inc.

**PAPER SIZE:** W:10" X H:15"  
**LINE SCREEN:** 100 LPI

**PUBLICATION DATES:**  
1<sup>st</sup> & 15<sup>th</sup> of Every Month

The Lawrence/Methuen Edition prints on the 8<sup>th</sup> & 22<sup>nd</sup> of Every Month. Ask for the Lawrence/Methuen Edition circulation and rates.

**CIRCULATION:** 5,000 Copies

### DISTRIBUTION:

**Massachusetts:** Lawrence, Methuen, Haverhill, Andover, North Andover, and Lowell

**New Hampshire:** Salem, Nashua, and Manchester



# Rumbo

Publicación de SUDA, Inc.  
315 Mt. Vernon Street  
Lawrence, MA 01843

Tel: (978) 794-5360  
Fax: (978) 975-7922  
Website: www.rumbonews.com

## PRODUCTION

### ADVERTISING DEADLINE

SPACE: 5 Business Days prior to Publication

CAMERA READY: 3 Business Days prior to Publication

### PRODUCTION DELIVERY

Please email your ad to [rumbonews@comcast.net](mailto:rumbonews@comcast.net)

### PRODUCTION FORMAT

PDF, JPEG, and EPS

### PRODUCTION RESOLUTION

300 DPI

### STANDARD SIZE ADS (Inches)

Full Page 10" x 14.75"  
Half Page 10" x 7.5" or 5" x 14.75  
Quarter Page 5" x 7.5"  
Eighth of Page 5" x 3.75"

## PAYMENT

PAYABLE UPON RECEIPT

### Please make checks payable to:

Rumbo  
315 Mt. Vernon Street  
Lawrence, MA 01843

## CONTACTS

### Alberto M. Suris

Advertising Sales

Email: [albertosuris@rumbonews.com](mailto:albertosuris@rumbonews.com)

Standard Size Ads	Net Price Per Publication	3 Months 10% Discount per Publication*	6 Months 20% Discount per Publication*	12 Months 30% Discount per Publication*
<b>Full Page</b> 8 Cols. X 15 In.	\$960.00	\$864.00	\$768.00	\$672.00
<b>Half Page</b> 8 Cols. X 7.5 In.	\$480.00	\$432.00	\$384.00	\$336.00
<b>Quarter Page</b> 4 Cols. X 7.5 In.	\$240.00	\$216.00	\$192.00	\$168.00
<b>Eighth of Page</b> 4 Cols. X 3.75 In.	\$120.00	\$108.00	\$96.00	\$84.75

\* Rumbo will only honor discounts upon a signed contract

### ADDITIONAL CHARGES

Pages 3, 5, 7, & 9 will pay an additional 10%

**Full Color:** Will pay an additional 10%

**Back Cover (Full Color):** Will pay an additional 30%

### OBSERVATIONS

If advertiser does not specify a preferential position, Rumbo reserves de right to place it in any available page, including supplements. Any point not specified in this Rate Card should be consulted with Rumbo's Management.

Advertising Rate per COLUMN INCH:  
**\$8.00**

### How much will it cost?

To estimate the value of an ad, multiply  
**COLUMN(S) x INCH(ES) x PRICE PER COLUMN (\$8.00)**

\_\_\_\_\_ x \_\_\_\_\_ x \$8.00 = \$ \_\_\_\_\_

**Column Inch**  
Column width is 1<sup>1/4</sup> Inch

**Gutter Width**  
Gutter width is 0.125 Inch



REV-01012009

# 2009 RATE CARD

## LAWRENCE/METHUEN

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**PAPER SIZE:** W:10" X H:15"  
**LINE SCREEN:** 100 LPI

**PUBLICATION DATES:**  
8<sup>th</sup> & 22<sup>nd</sup> of Every Month

The Regional Edition prints on the 1<sup>st</sup> & 15<sup>th</sup> of Every Month. Ask for the Regional Edition circulation and rates.

**CIRCULATION:** 3,500 Copies

**DISTRIBUTION:**  
Massachusetts: Lawrence, Methuen



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## PRODUCTION

### ADVERTISING DEADLINE

SPACE: 5 Business Days prior to Publication

CAMERA READY: 3 Business Days prior to Publication

### PRODUCTION DELIVERY

Please email your ad to rumbonews@comcast.net

### PRODUCTION FORMAT

PDF, JPEG, and EPS

### PRODUCTION RESOLUTION

300 DPI

### STANDARD SIZE ADS (Inches)

Full Page 10" x 14.75"  
Half Page 10" x 7.5" or 5" x 14.75  
Quarter Page 5" x 7.5"  
Eighth of Page 5" x 3.75"

## PAYMENT

PAYABLE UPON RECEIPT

**Please make checks payable to:**

Rumbo  
315 Mt. Vernon Street  
Lawrence, MA 01843

## CONTACTS

**Alberto M. Suris**

Advertising Sales

Email: albertosuris@rumbonews.com

Standard Size Ads	Net Price Per Publication	3 Months 10% Discount per Publication*	6 Months 20% Discount per Publication*	12 Months 30% Discount per Publication*
<b>Full Page</b> 8 Cols. X 15 In.	\$840.00	\$756.00	\$672.00	\$588.00
<b>Half Page</b> 8 Cols. X 7.5 In.	\$420.00	\$378.00	\$336.00	\$294.00
<b>Quarter Page</b> 4 Cols. X 7.5 In.	\$210.00	\$189.00	\$168.00	\$147.00
<b>Eighth of Page</b> 4 Cols. X 3.75 In.	\$105.00	\$94.50	\$84.00	\$73.50

\* Rumbo will only honor discounts upon a signed contract

### ADDITIONAL CHARGES

Pages 3, 5, 7, & 9 will pay an additional 10%

**Full Color:** Will pay an additional 10%

**Back Cover (Full Color):** Will pay an additional 30%

### OBSERVATIONS

If advertiser does not specify a preferential position, Rumbo reserves de right to place it in any available page, including supplements. Any point not specified in this Rate Card should be consulted with Rumbo's Management.

Advertising Rate per COLUMN INCH:  
**\$7.00**

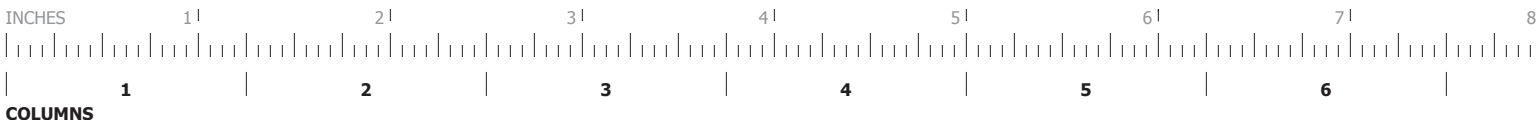
### How much will it cost?

To estimate the value of an ad, multiply  
**COLUMN(S) x INCH(ES) x PRICE PER COLUMN (\$7.00)**

\_\_\_\_\_ x \_\_\_\_\_ x \$7.00 = \$ \_\_\_\_\_

**Column Inch**  
Column width is 1 1/4 Inch

**Gutter Width**  
Gutter width is 0.125 Inch

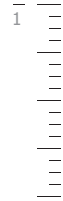


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# 2009 RATE CARD

## SAMPLE ADS

Actual Size:  
**COLUMN INCH**



**Column Inch**  
Column width is 1<sup>1/4</sup> Inch

**Gutter Width**  
Gutter width is 0.125 Inch

### 1/4 PAGE

**ACTUAL SIZE:**

4 Columns X 7.5 Inches [5" x 7.5" -OR- 7.5" x 5"]

### 1/8 PAGE

**ACTUAL SIZE:**

4 Columns X 3.75 Inches [5" x 3.75" -OR- 2.5" x 7.5"]

**ACTUAL SIZE:**  
2 Columns x 3 Inches

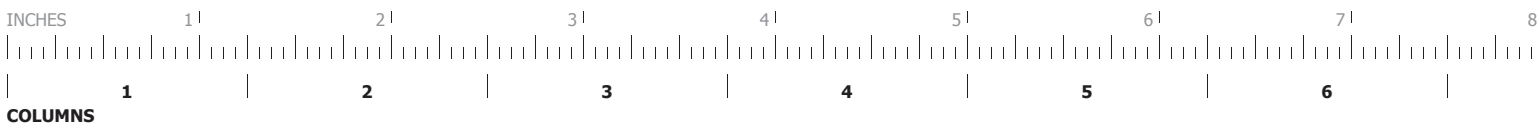


**4 Columns X 14.5**  
Inches  
[5" x 14.75"]

**8 Columns X 7.5**  
Inches  
[5" x 7.5"]

### 1/2 PAGE

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# 2009 RATE CARD

## SAMPLE GRID

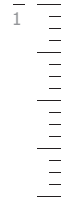
### How much will it cost?

To estimate the value of an ad, multiply

**COLUMN(S) x INCH(ES) x PRICE PER COLUMN (Regional Edition: \$8.00 | Lawrence/Methuen Edition: \$7.00)**

\_\_\_\_\_ x \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Actual Size:  
**COLUMN INCH**



**Column Inch**  
Column width is 1<sup>1</sup>/<sub>4</sub> Inch

**Gutter Width**  
Gutter width is 0.125 Inch


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