

2011 RATE CARD

REGIONAL EDITION

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

REGIONAL EDITION PUBLICATION

DATES:

1st & 15th of every month

The LOCAL EDITION prints on the 8th & 22nd of every month. Ask for the Local Edition circulation and rates.

CIRCULATION: 5,000 Copies

DISTRIBUTION:

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

New Hampshire: Salem, Nashua, and Manchester.

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*
Full Page 8 Cols. X 15 In.	\$ 1,080.00	\$ 972.00	\$ 864.00	\$ 756.00
Half Page 8 Cols. X 7.5 In.	\$ 540.00	\$ 486.00	\$ 432.00	\$ 378.00
Quarter Page 4 Cols. X 7.5 In.	\$ 270.00	\$ 243.00	\$ 216.00	\$ 189.00
Eighth of Page 4 Cols. X 3.75 In.	\$ 135.00	\$ 121.50	\$ 108.00	\$ 94.50

* 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 the 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.

Display Advertising
Rate per
COLUMN INCH:
\$9.00

How much will it cost?
To estimate the value of an ad, multiply
COLUMN(S) x INCH(ES) x PRICE PER COLUMN (\$9.00)

_____ x _____ x \$9.00 = \$ _____

Column Inch
Column width is 1¹/₄ Inch

Gutter Width
Gutter width is 0.125 Inch



Rumbo

Publicación de SUDA, Inc.
60 Island Street, Suite 211E
Lawrence, MA 01840

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 rumbo@rumbonews.com

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

We accept checks, cash and credit cards



Please make checks payable to:

Rumbo

60 Island Street, Suite 211E
Lawrence, MA 01840

CONTACTS

Alberto M. Suris

Email: albertosuris@rumbonews.com

Richard A. Aybar

Email: richardaybar@rumbonews.com

REV-01012011

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LOCAL EDITION

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:

8th & 22nd of every month

The REGIONAL EDITION prints on the 1st & 15th of every month. Ask for the Regional Edition circulation and rates.

CIRCULATION: 3,500 Copies

DISTRIBUTION:

Massachusetts: Lawrence, Methuen, Haverhill, Andover, and North Andover.

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*
Full Page 8 Cols. X 15 In.	\$ 960.00	\$ 864.00	\$ 768.00	\$ 672.00
Half Page 8 Cols. X 7.5 In.	\$ 480.00	\$ 432.00	\$ 384.00	\$ 336.00
Quarter Page 4 Cols. X 7.5 In.	\$ 240.00	\$ 216.00	\$ 192.00	\$ 168.00
Eighth of Page 4 Cols. X 3.75 In.	\$ 120.00	\$ 108.00	\$ 96.00	\$ 84.00

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ADDITIONAL CHARGES

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Full Color: Will pay an additional 10%

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OBSERVATIONS

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Display 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)

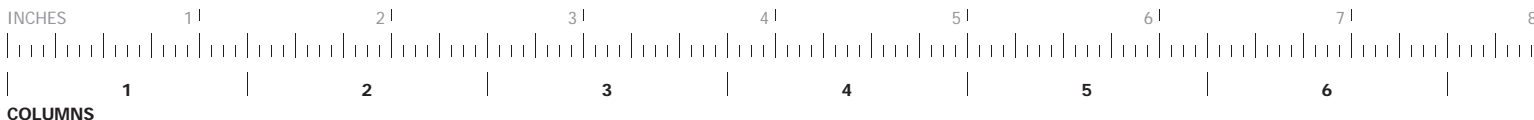
_____ x _____ x \$8.00 = \$ _____

Column Inch

Column width is 1 1/4 Inch

Gutter Width

Gutter width is 0.125 Inch



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ADVERTISING DEADLINE

SPACE: 5 Business Days prior to Publication

CAMERA READY: 3 Business Days prior to Publication

PRODUCTION DELIVERY

Please email your ad to rumbo@rumbonews.com

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

We accept checks, cash and credit cards



Please make checks payable to:

Rumbo
60 Island Street, Suite 211E
Lawrence, MA 01840

CONTACTS

Alberto M. Suris

Email: albertosuris@rumbonews.com

Richard A. Aybar

Email: richardaybar@rumbonews.com

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SAMPLE ADS

1/4 PAGE

ACTUAL SIZE:

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

REGIONAL EDITION

B&W: \$ 270.00

COLOR: \$ 297.00

LOCAL EDITION

B&W: \$ 240.00

COLOR: \$ 264.00

1/8 PAGE

ACTUAL SIZE:

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

REGIONAL EDITION

B&W: \$ 135.00

COLOR: \$ 148.50

LOCAL EDITION

B&W: \$ 120.00

COLOR: \$ 132.00



Actual Size:
COLUMN INCH



Column Inch

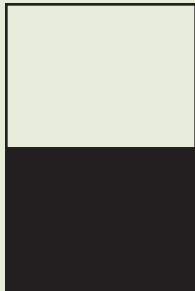
Column width is 1^{1/4} Inch

Gutter Width

Gutter width is 0.125 Inch



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



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

1/2 PAGE

REGIONAL EDITION

B&W: \$ 540.00

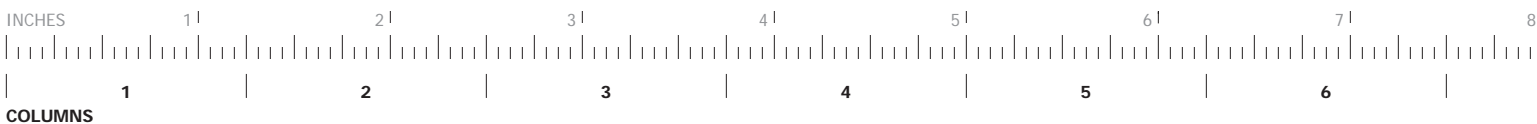
COLOR: \$ 594.00

LOCAL EDITION

B&W: \$ 480.00

COLOR: \$ 528.00

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2011 RATE CARD

CLASSIFIEDS

How much will it cost?

To estimate the value of an ad, multiply

COLUMN(S) x INCH(ES) x PRICE PER COLUMN REGIONAL EDITION: **\$7.00** | LOCAL EDITION: **\$6.00**

_____ x _____ x \$ _____ = \$ _____



Column Inch
Column width is 1^{1/4} Inch

Gutter Width
Gutter width is 0.125 Inch

ACTUAL SIZE:
2 Columns x 3 Inches

REGIONAL EDITION
CLASSIFIED RATE: \$7
COST PER PUBLICATION: **\$ 42.00**

LOCAL EDITION
CLASSIFIED RATE: \$6
COST PER PUBLICATION: **\$ 36.00**

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