

La Frontera Publications Inc.



Rate card \ 2018

Display advertising

(width - depth)

business card, 4x2 inches, \$30 / week

1/8th page, 6.5x5 inches (horizontal) or 4.25x7.5 inches (vertical), \$112 / week

1/4th page, 6.5x10 inches, \$225 / week

1/2 page, 13x10 inches (horizontal) or 6.5x20 inches (vertical)

Spot color available.

Website advertising

Offered by the month on three tiers, in small, medium, and large ad sizes

HOME

\$300, \$200, \$100

FEATURES: News, Noticias en Español, Big Bend Blog, West Texas Talk

\$150, \$100, \$75

SECTIONS: top stories, arts, education, sports, multimedia, public notices

\$100, \$75, \$50

Classified ads and legal notices

50 cents per word, \$10 minimum

Advertising inserts

From \$70 to \$100 per 1,000 cards, sheets, or brochures (depending on size and weight)

Mechanical

Our newspapers are 13 inches wide by 21 inches deep, the 'standard advertising unit' of two inches per column inch and 1/5th inch per gutter. Our MACs support the formats Jpeg, TIFF, EPS, and PDF files, and the Adobe In-Design and Illustrator programs. Copy and ad deadlines are 5 p.m. Tuesday the week of publication.

Subscriptions

The Sentinel & International each are \$48 per year in Brewster, Jeff Davis and Presidio counties, Texas; \$50 per year elsewhere in Texas and the United States. Special rates apply abroad. Our newspapers are published each Thursday, 50 times a year. Our website is updated daily, often hourly.

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