

NATIONAL ADVERTISING RATES

Four Color	1x	3x	6x
Full Page	10,000	9,500	8,750
1/2 Page	6,525	6,275	5,900
1/3 Page	5,750	5,500	4,750
Black & White			
Full Page	8,750	8,500	8,150
1/2 Page	6,250	6,000	5,650
1/3 Page	5,500	5,250	4,950
Covers			
Second	10,725	10,475	9,950
Third	10,250	10,000	9,650
Fourth	11,750	11,500	11,150

2018 CLOSING DATES

Issues	Reservations	Materials
Jan/Feb 2018	November 15, 2017	December 15, 2017
April/May 2018	February 15, 2018	March 15, 2018
Aug/Sept 2018	June 15, 2018	July 15, 2018
Nov/Dec 2018	September 15, 2018	October 15, 2018

For more information, contact **Alfredo J. Estrada**
at 512-483-1898 or ajestrada@latinomagazine.com

MATERIAL REQUIREMENTS

Ads must be in MAC format only. We accept the following media: lomega, ZIP, CD-ROM and DVD. We support the following programs: QuarkXpress 7.0, Adobe Photoshop CS5, Adobe Illustrator CS5 and InDesign CS5 (earlier versions also) and the following formats: .eps, .tif, .jpg and high-resolution .pdf. Include all graphic files and fonts, along with a printed list of what is on the disk. A client-approved color proof of the ad must be supplied. Images must be in CMYK format with a minimum resolution of 300 DPI, line screen 133. Illustrator files must have all type converted to graphic. Ads should be uploaded to the *LATINO Magazine* FTP site at <ftp://quaddisk.qg.com>. User Name: QD_LATINO_MAG. Password: **Llan8195**. Go to subfolders QUADIMAGING/ADDITION/INCOMING. For questions about FTP site, please contact Jeffrey Lyon at 972-892-3818.

Trim Size: 8.5" x 10.875"
Bleed Size: 8.75" x 11.125"
Live Area: 8" x 10.375"

CONTRACT REGULATIONS

Advertisers and advertising agencies are jointly and severally liable for payment. Liability for content (text and artwork included) of all advertising is assumed by advertisers and/or advertising agency. Any claims made against the Publisher arising from advertisements, and any expense or loss thereto pertaining, will also be assumed by advertiser and/or advertising agency. Ads must be clearly identified by trademark and/or signature of the advertiser. All copy, including all elements, are subject to Publisher's approval. Positioning of advertisement is subject to discretion and orders specifying positions other than covers accepted on request basis only. Key numbers are not guaranteed, and Publisher is not responsible for errors in key numbers or other typesetting done by Publisher. All orders become non-cancelable 10 days before Reservations closing date. If by Materials closing date Publisher has not received copy that, in its sole discretion, it deems acceptable for publication, it may repeat the advertiser's most recent advertisement. Production charges incurred on behalf of advertisers will be rebilled at net cost in addition to advertising rates. No conditions, printed or otherwise appearing on contracts, orders or copy instructions that conflict with the Publisher's policies will be binding on the Publisher.