

NATIONAL ADVERTISING RATES

Four Color	1X	3X	6X
Full Page	9,500	9,250	8,850
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

MATERIAL REQUIREMENTS

Ads must be in MAC format only. We accept the following media: Iomega, ZIP, CD-ROM and DVD. We support the following programs: QuarkXpress 7.0, Adobe Photoshop CS3, Adobe Illustrator CS3 and InDesign CS3 (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 <http://66.240.94.166:88>. Password and user code is *latads*.

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.

2010 CLOSING DATES

Issues	Reservations	Materials
Spring 2010	March 1	March 15
Summer 2010	May 31	June 14
Fall 2010	August 30	September 13
Winter 2010	November 29	December 13

For more information, contact Alfredo J. Estrada at 512-322-5793 or ajestrada@aol.com.