

2016 Rate Card

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

PAPER SIZE: W: 10" X H: 15"

LINE SCREEN: 100 LPI

PUBLICATION DATES:

1st, 8th, 15th and 22nd of every month

CIRCULATION: 5,000 Copies each time

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 14.75 In.	\$1,200.00	\$1,080.00	\$960.00	\$840.00
Half Page 8 Cols. X 7.5 In.	\$600.00	\$540.00	\$480.00	\$420.00
Quarter Page 4 Cols. X 7.5 In.	\$300.00	\$270.00	\$240.00	\$210.00
Eighth of Page 4 Cols. X 3.75 In.	\$150.00	\$135.00	\$120.00	\$105.00

* 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:**

\$10.00

How much will it cost?
To estimate the value of an ad, multiply **COLUMN(S) x INCH (ES) x PRICE PER COLUMN (\$10.00)**

_____ x _____ x \$10.00 = \$ _____

Column Inch
Column width is 1.25"

Gutter Width
Gutter width is 0.125"

Rumbo

Publicación de SUDA, Inc.

315 Mt. Vernon St.
Lawrence, MA 01840
Tel: (978) 794-5360
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 and cash only

Please make checks payable to:

Rumbo
315 Mt. Vernon St.
Lawrence, MA 01840

CONTACTS

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albertosuris@rumbonews.com

Dalia Diaz
daliadiaz@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"]

B&W: \$300.00 **COLOR:** \$330.00

1/8 Page

ACTUAL SIZE:

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

B&W: \$150.00 **COLOR:** \$165.00

1/2 Page

ACTUAL SIZE:

4 Columns X 14.5

Inches [5" x 14.5"] - OR

8 Columns X 7.5

Inches [10" x 7.5"]

B&W: \$600.00

COLOR: \$660.00

Display Advertising
Rate per
COLUMN INCH:

\$10.00

How much will it cost?

To estimate the value of an ad, multiply

COLUMN(S) x INCH (ES) x

PRICE PER COLUMN (\$10.00)

_____ x _____ x \$10.00 = \$ _____

Column Inch
1.25"

Gutter Width
0.125"



