

2021 Rate Card

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

LINE SCREEN: 100 LPI

ONLINE PUBLICATION DATES:
1st, 8th, 15th and 22nd of every month

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.	\$600.00	\$540.00	\$480.00	\$420.00
Half Page 8 Cols. X 7.5 In.	\$300.00	\$270.00	\$240.00	\$210.00
Quarter Page 4 Cols. X 7.5 In.	\$150.00	\$135.00	\$120.00	\$105.00
Eighth of Page 4 Cols. X 3.75 In.	\$75.00	\$67.50	\$60.00	\$52.50

* Rumbo will only honor discounts upon a signed contract

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.

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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SAMPLE ADS

1/4 Page

ACTUAL SIZE:

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

1/8 Page

ACTUAL SIZE:

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

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"]

INCHES

11

21

31

41

51

61

71

8

COLUMNS

1

2

3

4

5

6

7