

Periódico
La
Costa Latina
Bilingual Newspaper

Latino Media Gulf Coast, Inc.
P.O. Box 284
Pensacola, FL 32591
LaCostaLatina.com

Call: (850) 494-7899
Text: (850) 291-9968
grace@latinomediainc.com
Facebook.com/latinomedia

ADVERTISING RATES AND AD SIZES

BANNER ADS 6 columns X 2-2.5"



COLUMN WIDTHS

One Column = 1.56"
Two Columns = 3.26"
Three Columns = 4.94"
Four Columns = 6.62"
Five Columns = 8.31"
Six Columns = 10"

Quarter Page
30 column inches
Horizontal

Quarter
Page
30
column
inches
Vertical

Biz
Card
4 col.
inches

7.5 column
inches

Eighth Page
15 column
inches

Half Page
60 column
inches

Price per column inch:

	One Ad	3 months 6 ads Save 10%	6 months 12 ads Save 20%	12 months 24 ads Save 30%
<i>B/W</i>	\$6	\$5.40	\$4.80	\$4.20
<i>Color</i>	\$11	\$9.90	\$8.80	\$7.70
<i>Front Page</i>	\$20	\$18	\$16	\$14

Facebook Ads = \$24
(+optional customized boost)

Common Sizes

One Ad	3 months = 6 ads Save 10%	6 months = 12 ads Save 20%	12 months = 24 ads Save 30%
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Business Card • 4 column inches • 3.25" wide x 2" tall

	One Ad	3 months = 6 ads Save 10%	6 months = 12 ads Save 20%	12 months = 24 ads Save 30%
<i>B/W</i>	\$24	\$129.60 (save \$14.40)	\$230.40 (save \$57.60)	\$403.20 (save \$172.80)
<i>Color</i>	\$44	\$237.60 (save \$26.40)	\$422.40 (save \$105.60)	\$739.20 (save \$316.80)
<i>Front Page</i>	\$80	\$432 (save \$48)	768 (save \$192)	\$1,344 (save \$576)

Eighth Page • 15 column inches • 4.94" wide x 5" tall

	One Ad	3 months = 6 ads Save 10%	6 months = 12 ads Save 20%	12 months = 24 ads Save 30%
<i>B/W</i>	\$90	\$486 (save \$54)	\$864 (save \$216)	\$1,512 (save \$678)
<i>Color</i>	\$165	\$891 (save \$99)	\$1,584 (save \$396)	\$2,772 (save \$1,188)
<i>Front Page</i>	\$300	\$1,620 (save \$180)	\$2,880 (save \$720)	\$5,040 (save \$160)

Quarter Page • 30 column inches • 10" wide x 5" tall (horz.) • 4.94" wide x 10" tall (vert.)

	One Ad	3 months = 6 ads Save 10%	6 months = 12 ads Save 20%	12 months = 24 ads Save 30%
<i>B/W</i>	\$180	\$972 (save \$108)	\$1,728 (save \$432)	\$3,024 (save \$1,296)
<i>Color</i>	\$330	\$1,782 (save \$198)	\$3,168 (save \$792)	\$5,544 (save \$2,376)
<i>Front Page</i>	\$600	\$3,240 (save \$360)	\$5,760 (save \$1,440)	\$10,080 (save \$4,320)

Half Page • 60 column inches • 10" wide x 10" tall

	One Ad	3 months = 6 ads Save 10%	6 months = 12 ads Save 20%	12 months = 24 ads Save 30%
<i>B/W</i>	\$360	\$1,944 (save \$216)	\$3,456 (save \$864)	\$6,048 (save \$2,592)
<i>Color</i>	\$660	\$3,564 (save \$396)	\$6,336 (save \$1,584)	\$11,088 (save \$4,756)

Full Page • 120 column inches • 6 columns x 20 inches • 10" wide x 20.5" tall

	One Ad	3 months = 6 ads Save 10%	6 months = 12 ads Save 20%	12 months = 24 ads Save 30%
<i>B/W</i>	\$720	\$3,888 (save \$432)	\$6,912 (save \$1,728)	\$12,096 (save \$3,024)
<i>Color</i>	\$1,320	\$7,128 (save \$792)	\$12,672 (save \$3,168)	\$22,176 (save \$9,504)