

Print and Radio Rate Card / Spec Sheet



Periódico La **Costa Latina** Newspaper Radio

RADIO LA COSTA LATINA 1490AM
www.LaCostaLatina.com

La Costa Latina Newspaper Distributed in Florida:

Pensacola • Milton • Pace • Gulf Breeze
 Navarre • Mary Esther • Ft. Walton Beach
 • Destin • Panama City

Alabama:

Foley • Robertsdale • Summerdale • Gulf Shores

Mississippi:

Biloxi • Gulf Shores

- Custom-size your advertising to fit your budget
- **ONLY \$8.20** per column inch for black and white ads
 - **ONLY \$15** per column inch for color ads
 - **INSERTS \$100** per 1,000 copies
 - **DISCOUNTS** available
 - **WEB ADS:** Cube: \$30, Banner \$50 /mo.

Ad sizes					
One Column	Two Columns	Three Columns	Four Columns	Five Columns	Six Columns
1.5278"	3.2222"	4.9167"	6.6111"	8.3056"	10"
Full Page Length = 20"					
Web Ad: Cube = 156 x 156 pix.			Web Ad: Banner = 800 x 75 pix.		

RADIO LA COSTA LATINA 1490AM and WEB ADVERTISING RATES

Spots (6 a.m. - 7 p.m. choose exact hour minimum five spots):

- 30-second \$ 6
- 60-second \$12
- 90-second \$12
- 120-second \$20

Monthly Packages (ROS 6 a.m. - 7 p.m.):

- Four 30-second spots daily (120 spots) \$360/\$3 ea.
- Eight 30-second spots daily (240 spots) \$696/\$2.90 ea.
- Four 60-second spots daily (120 spots) \$500/\$4.17 ea.
- Eight 60-second spots daily (240 spots) \$960/\$4 ea.
- 1 hour timeslot: \$200 / half-hour=\$100 (on approval)

Production costs (\$20 - \$40) apply