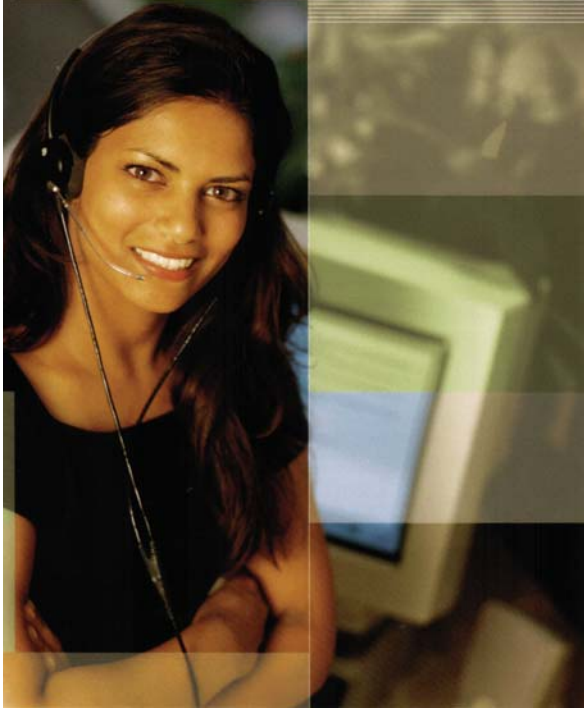


# Print and Radio Rate Card / Spec Sheet



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*