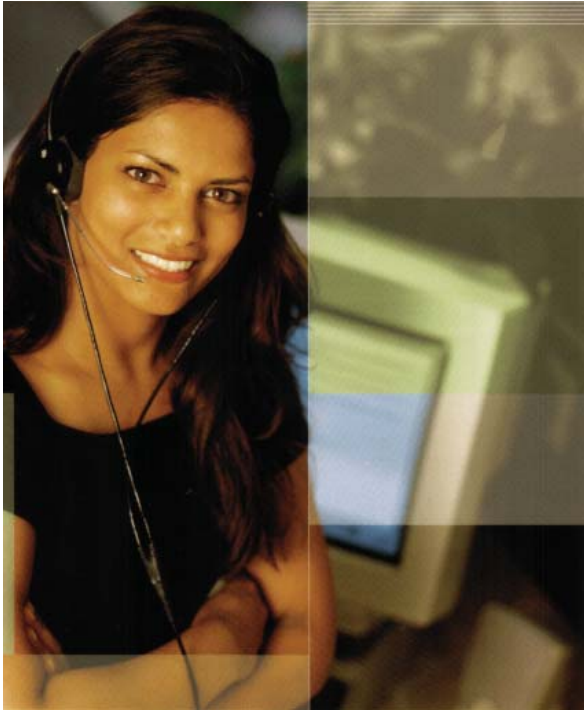


Print and Radio Rate Card / Spec Sheet



La Costa Latina Newspaper
distributed twice each month in

Florida:

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

Alabama:

Mobile • Loxley • Foley • Robertsdale
Summerdale • Gulf Shores

Quarter Page 30 col. inches	Biz Card 4 col. inches
	7.5 column inches
Eighth Page 15 col. inches	
Half Page 60 col. inches	

Quarter Page 30 col. inches	
6 col. inches	
6 column inches	4 column inches
4 columns wide x 5" tall = 20 column inches	

Custom-size your advertising to fit your budget

- **ONLY \$6** per column inch for **black and white** ads
- **ONLY \$11** 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.		