SMALLER SIZES

Eighth page

5” wide x
3” tall

Sixteenth page

2.25” wide x
3” tall

PRICE PER INSERTION

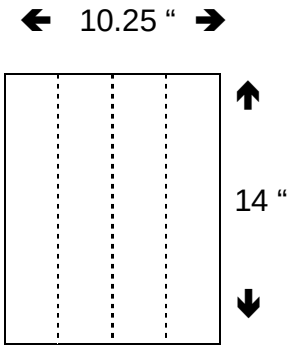
EIGHTH PAGE	Number of months booked 1	2	3	6	12
Color	~~103~~ **82**	~~98~~ **78**	~~93~~ **74**	~~89~~ **70**	~~82~~ **62**
Black and White	~~86~~ **69**	~~82~~ **66**	~~78~~ **62**	~~75~~ **59**	~~69~~ **52**

SIXTEENTH PAGE

Color	~~56~~ **45**	~~53~~ **43**	~~51~~ **41**	~~49~~ **38**	~~45~~ **34**
Black and White	~~45~~ **36**	~~43~~ **34**	~~41~~ **32**	~~40~~ **30**	~~36~~ **27**

ESSENTIALS

Voces de la Frontera is a four column tabloid newspaper, with each page having a print area 10.25 inches wide by 14 inches tall.



Widths

1 column
2.4 inches

2 columns
5.0 inches

3 columns
7.6 inches

PRICING BY COLUMN INCH

Color: ~~$20~~ **$16** Black and White: ~~$16~~ **$12**

MECHANICALS

File format:	PDF/EPS, all fonts and images embedded
Minimum Resolution:	200 DPI
Color:	Format for CMYK
Black and White:	Format in grayscale
Submission:	**e-mail to ads@vdlf.org**

Assistance is available with ad design. Our $25 design fee is waived for bookings of three issues or more.

DEADLINES

Voces de la Frontera is normally published on the **first Thursday** of every month. Please note that there will be some adjustments during the 2008 election cycle – contact us for details. Our ad deadline is 12 noon, one week prior.

VOCES DE LA FRONTERA

A unique, monthly newspaper serving Milwaukee, Racine, Kenosha and Waukesha

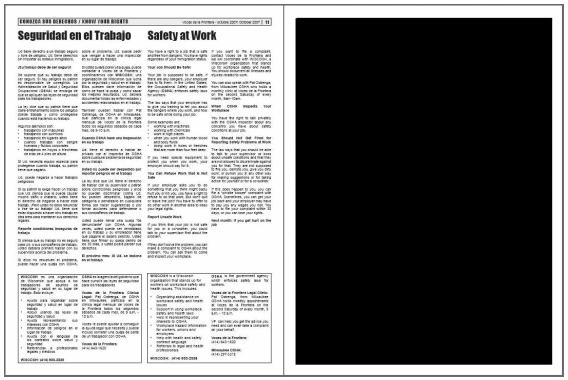
SPECIAL PRICING
New Reduced Rates 2009

- Reaches Spanish speakers like no other publication
- Every issue fully bilingual

Voces de la Frontera Newspaper
1027 S. 5th Street,
Milwaukee, WI 53204

(414) 643-1620 x203 – jeanne@vdlf.org

FULL PAGE



10.25” wide x
14” tall

HALF PAGE

HORIZONTAL

10.25” wide x
6.5” tall

VERTICAL

5” wide x
13” tall

PRICE PER INSERTION

Number of months booked

	1	2	3	6	12
Color *	~~749~~ **599**	~~713~~ **569**	~~680~~ **539**	~~649~~ **509**	~~599~~ **449**
Black and White	~~624~~ **499**	~~594~~ **474**	~~567~~ **449**	~~543~~ **424**	~~499~~ **374**

QUARTER PAGE

VERTICAL

5” wide x
6.5” tall

HORIZONTAL

10.25” wide x
3” tall

PRICE PER INSERTION

Number of months booked

	1	2	3	6	12
Color	~~388~~ **310**	~~369~~ **295**	~~352~~ **279**	~~336~~ **264**	~~310~~ **233**
Black and White	~~324~~ **259**	~~308~~ **246**	~~294~~ **233**	~~281~~ **220**	~~259~~ **194**

PRICE PER INSERTION

Number of months booked

	1	2	3	6	12
Color	~~199~~ **160**	~~191~~ **152**	~~182~~ **144**	~~174~~ **136**	~~160~~ **120**
Black and White	~~169~~ **135**	~~161~~ **128**	~~153~~ **122**	~~147~~ **115**	~~135~~ **101**

* Please ask for prices to secure our color back page or another guaranteed placement location in our newspaper

Liability: Voces de la Frontera works hard to meet the needs of its advertisers and takes great care to prevent omissions and mistakes. However, in publishing, errors can happen. The total liability for any error in any published advertisement shall be limited to running without charge a revision of the ad - or portion thereof - that published incorrectly. Voces de la Frontera is not responsible for any error or omission beyond the first insertion or for errors in any advertising content submitted by telephone. Under no circumstances will the publication be under any liability for failure to insert an ad in a particular issue.