



Journal del Pacifico—The Ultimate Guide to Baja Sur—
inspiring people to travel to our beautiful peninsula, Baja California Sur.

Following are the closing dates, ad prices and sizes for the 2016/2017 season.

Fall / Otoño	mid-October through early December 2016 <i>Issue closing date:</i> September 19, 2016 —
Holiday / Navidad	mid-December 2016 / January 2017 <i>Issue closing date:</i> November 10, 2016 —
Winter / Invierno	February / March 2016 <i>Issue closing date:</i> January 10, 2017 —
Spring / Primavera	April / May 2016 <i>Issue closing date:</i> March 10, 2017 —
Summer / Verano	June through September 2017 <i>Issue closing date:</i> May 10, 2017

Below please find ad pricing information that will apply to the 2016/2017 season.

Ad Size	Ad Price (in Pesos)
Full page	\$ 9,900
Half page	\$ 5,300
Third page	\$ 3,750
Quarter page	\$ 2,780
Sixth page	\$ 2,050
Business Card (1/12 page)	\$ 1,080

- *Prices listed above do not include 16% IVA.*
- *10% extra charge for special placement.*
- ***Pay for 3 ads and receive a 5% discount!***

Finished Ad Sizes

Size	in inches	in millimeters
	(width x height)	(width x height)
Full page (plus bleed of .3 mm)	8.5 x 11	216 x 279.4
Half page – vertical	3.75 x 10	95.25 x 254
Half page – horizontal	7.675 x 5	195 x 127
Third page – horizontal	7.675 x 3.3	195 x 83.82
Quarter page – vertical	3.75 x 5	95.25 x 127
Quarter page – horizontal	7.675 x 2.45	195 x 62.25
Sixth page – vertical	3.75 x 3.3	95.25 x 83.82
Sixth page – horizontal	7.675 x 1.6	195 x 41.91
Business card (1/12 page)	3.75 x 1.65	95.25 x 41.91

Camera-ready art should be saved at 300 dpi. We accept Photoshop, TIFF, PDF and highest quality JPG files.

Make checks payable to: Janice Carol Kinne Ekman
Transfers to Banorte Account #: 0802295611
Clabe interbancaria: 072 040 00802295611 9

Janice Kinne, Publisher	cell: 612-154-4043	yani@journaldelpacifico.com
Celia Devault, Customer Service Mgr.	cell: 612-152-0823	heavenlybliss57@hotmail.com