



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 2018/2019 season.

Fall / Otoño	mid-October through early December 2018 <i>Issue closing date:</i> September 20, 2018 —
Holiday / Navidad	mid-December 2018 / January 2019 <i>Issue closing date:</i> November 10, 2018 —
Winter / Invierno	February / March 2019 <i>Issue closing date:</i> January 10, 2019 —
Spring / Primavera	April / May 2019 <i>Issue closing date:</i> March 10, 2019 —
Summer / Verano	June through September 2019 <i>Issue closing date:</i> May 10, 2019

Below please find ad pricing information that will apply to the 2018/2019 season.

Ad Size	Ad Price (in Pesos)	
Full page	\$	12,000
Half page	\$	6,500
Third page	\$	4,700
Quarter page	\$	3,500
Sixth page	\$	2,500
Business Card (1/12 page)	\$	1,350

- ***Prices listed above do not include 16% IVA.***
- ***10% extra charge for special placement.***
- ***Pay for 2 ads in advance 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.

Please remember to include the 16% IVA with your payment.

Make checks payable to: Janice Carol Kinne Ekman

Transfers to Banorte Account #: 0802295611

Clabe interbancaria: 072 040 00802295611 9

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