



Journal del Pacifico—The Ultimate Guide to Baja Sur—***inspiring people to travel to our beautiful peninsula, Baja California Sur for over a decade.***

Following are the closing dates, current ad prices, and sizes for 2023.

Fall / Otoño	Mid-October through early December 2022 <i>Issue closing date:</i> September 12, 2022 —
Holiday / Navidad	mid-December 2022 / January 2023 <i>Issue closing date:</i> November 10, 2022 —
Winter / Invierno	February / March 2023 <i>Issue closing date:</i> January 10, 2023 —
Spring / Primavera	April / May 2023 <i>Issue closing date:</i> March 10, 2023 —
Summer / Verano	June through September 2023 <i>Issue closing date:</i> May 10, 2023

Below please find current ad pricing information for 2023.

Ad Size	Ad Price (in Pesos) PLUS IVA	
Full page	\$	15,500
Half page	\$	8,300
Third page	\$	6,000
Quarter page	\$	4,900
Sixth page	\$	3,400
Business Card (1/12 page)	\$	1,800

- ***Prices listed above do not include 16% IVA.***
- ***10% extra charge for special placement.***
- ***Pay for 2 or more 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 5 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 as RGB 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

KIEJ6301091P6

Transfers to Banorte Account #: 0802295611

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