*Journal del Pacifico*—The Ultimate Guide to Baja Sur—*inspiring people to travel to our beautiful peninsula, Baja California Sur for over 13 years.*

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

| | |
|---|---|
| Fall / Otoño | Mid-October through early December 2023<br>*Issue closing date*: September 15, 2023<br>— |
| Holiday / Navidad | mid-December 2023 / January 2024<br>*Issue closing date:* November 10, 2023<br>— |
| Winter / Invierno | February / March 2024<br>*Issue closing date:* January 10, 2024<br>— |
| Spring / Primavera | April / May 2024<br>*Issue closing date:* March 10, 2024<br>— |
| Summer / Verano | June through September 2024<br>*Issue closing date:* May 10, 2024 |

**Below please find current ad pricing information for 2023.**

| Ad Size | Ad Price (in Pesos) PLUS IVA |
|---|---|
| Full page | $ 16,500 |
| Half page | $ 9,000 |
| Third page | $ 6,500 |
| Quarter page | $ 5,300 |
| Sixth page | $ 3,700 |
| Business Card (1/12 page) | $ 1,900 |

- *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 (width x height) | in millimeters (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
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