



Journal del Pacifico—The Ultimate Guide to Baja Sur—*inspiring people to travel to our beautiful peninsula, Baja California Sur for over 14 years.*

Following are the closing dates, current ad prices, and sizes for 2024/2025.

Fall / Otoño	Mid-October through early December 2024 <i>Issue closing date: September 15, 2024</i> —
Holiday / Navidad	mid-December 2024 / January 2025 <i>Issue closing date: November 10, 2024</i> —
Winter / Invierno	February / March 2025 <i>Issue closing date: January 10, 2025</i> —
Spring / Primavera	April / May 2025 <i>Issue closing date: March 10, 2025</i> —
Summer / Verano	June through September 2025 <i>Issue closing date: May 10, 2025</i>

Ad Size	Ad Price (in Pesos) PLUS IVA	
Full page	\$	18,000
Half page	\$	9,900
Third page	\$	7,150
Quarter page	\$	5,800
Sixth page	\$	4,000
Business Card (1/12 page)	\$	2,000

- ***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