



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 2017/2018 season.

Fall / Otoño	mid-October through early December 2017 <i>Issue closing date:</i> September 18, 2017 —
Holiday / Navidad	mid-December 2017 / January 2018 <i>Issue closing date:</i> November 10, 2017 —
Winter / Invierno	February / March 2018 <i>Issue closing date:</i> January 10, 2018 —
Spring / Primavera	April / May 2018 <i>Issue closing date:</i> March 10, 2018 —
Summer / Verano	June through September 2018 <i>Issue closing date:</i> May 10, 2018

Below please find ad pricing information that will apply to the 2017/2018 season.

Ad Size	Ad Price (in Pesos)
Full page	\$ 10,900
Half page	\$ 5,800
Third page	\$ 4,100
Quarter page	\$ 3,050
Sixth page	\$ 2,250
Business Card (1/12 page)	\$ 1,200

- *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 (width x height)	in millimeters (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.

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