

ACENTO LATINO

RATE CARD
Effective October 1, 2012

Fayetteville Publishing Company
458 Whitfield Street • Fayetteville, North Carolina 28306

Retail Advertising (910) 486-2760 • Fax (910) 486-3544
Classified Advertising Dept. (910) 678-9000 • Fax (910) 323-1451
Toll Free in N.C. 1-866-675-7444 • Classified Toll Free: 1-800-345-9895
Online: www.acentolatino.com

Fayetteville Publishing Company sells and publishes the
Acento Latino biweekly newspaper.

1 PERSONNEL

Publisher Charles Broadwell
Editor Ed Panas

2 CLASSIFIED RATES

All classified line ads will be charged by computer-generated line count with a minimum size of 3 lines. Classified display ads will be charged at the equivalent of 14 agate lines per inch. Each classified ad earns its own rate based on frequency and lineage. All Classified line ads appear online.

2.1 Classified Rates

Lines per month	Line Rate	Weekly Inch Rate
Open	\$1.62	\$22.68
2 - Issue	\$1.28	\$17.92
3 - Issue	\$1.19	\$16.66
Pick Up (from FO, PG, CF)	\$.85	\$11.90

3 RETAIL RATES

All rates are based on modular ad sizes. Advertisers must sign a contractual agreement to qualify for the following rates. Placement cannot be guaranteed unless the advertiser agrees in advance to pay a guaranteed position surcharge.

3.1 Black and White

	OPEN RATE	7 Times	13 Times	26 Times
1/8 Page	\$108	\$87	\$81	\$76
1/4 Page	\$185	\$152	\$125	\$114
1/2 Page	\$317	\$255	\$224	\$206
Full Page	\$534	\$402	\$354	\$327

3.2 Full Color

	OPEN RATE	7 Times	13 Times	26 Times
1/8 Page	\$135	\$109	\$101	\$95
1/4 Page	\$231	\$190	\$156	\$143
1/2 Page	\$396	\$319	\$280	\$258
Full Page	\$668	\$503	\$443	\$409

Back Page	\$802	\$604	\$532	\$491
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4 ELECTRONIC AD DELIVERY

E-MAIL: adsource@fayobserver.com
Contact our Electronic Ad Delivery Coordinator for more detail:
**(910) 486-2737 or (in North Carolina)
1-800-682-3476 Ext. 288**
Please call to ensure smooth delivery and quality of service.

5 MECHANICALS

5.1 Mechanical Specifications

Type of Press	KBA Colora Offset Web
Type of Printing Plate	Offset Lithography
Screen Size Required	100 Line Screen
Dot Size Required	4M(.004)Min. Highlight 4M(.004)Min. Shadow

5.2 Modular Format

	Total Inches
1/8 Page	7.5"
1/4 Page	15"
1/2 Page	30"
Full Page	60"

Double Trucks available in 11-column width.
Minimum depth 9 inches.

5.3 Classified Column Format

Based on 6-column format	Inches	Picas-Points
1-Column	1.5972"	9p7
2-Column	3.3611"	20p2
3-Column	5.125"	30p9
4-Column	6.8889"	41p4
5-Column	8.6528"	51p11
6-Column	10.42"	62p6
Full Page	10.42" X10.5"	
Double Truck	21.61" X10.5"	

6 BUSINESS SPOTLIGHT

Allows you the chance to build business awareness through a featured business profile.

	7 Times	13 Times	26 Times
	\$48	\$45	\$42

7 PREPRINT RATES

The Acento offers insertion of your preprinted advertising materials into our newspaper. Contact your sales representative for current rates.

Single sheet	\$300 for full distribution
4-tab	\$35 per 1,000
8-tab	\$40 per 1,000
12-tab & above	\$45 per 1,000

8 DEPTH REQUIREMENTS

Advertisements more than 9 inches in depth in tabloid publications will be billed for the full column depth of 12 inches. The maximum depth for a double-truck ad is 3 inches. In-column ads must be at least 4 lines. Classified display ads must be at least one column wide and 2 inches deep. Depth of all display classified ads will be measured to the nearest quarter inch in lines.

9 DEADLINES

9.1 Retail & Classified Display Ad Deadlines

	Deadline
Monday (one week prior to publish date)	5 p.m.

9.2 Classified Line Ad Deadlines

	Deadline
Wednesday (prior to publish date)	Noon
Fax Orders	Noon