

## La Costa Latina Ad Rates Per Column Inch and Discounts

	One ad	3 mos/6 ads <i>10% off</i>	6 mos/12 ads <i>20% off</i>	12 mos/24 ads <i>30% off</i>
<i>Per col. inch:</i>	<i>\$6/11</i>	<i>\$5.40/9.90</i>	<i>\$4.80/8.80</i>	<i>\$4.20/7.70</i>
 4 column inches: business card				
B/W	\$24	\$129.60	\$230.40	\$403.20
Color	\$44	\$237.60	\$422.40	\$739.20
Savings		\$14.40/26.40	\$57.60/105.60	\$172.80/316.80
 15 column inches: 3 columns X 5 inches: 1/8 page				
B/W	\$90.00	\$486	\$864	\$1,512
Color	\$165	\$891	\$1,584	\$2,772
Savings		\$54/99	\$216/396	\$648/1,188
 30 column inches: 3 columns X 10 inches or 6 columns X 5 inches: 1/4 page				
B/W	\$180.00	\$972	\$1,728	\$3,024
Color	\$330	\$1,782	\$3,168	\$5,544
Savings		\$108/198	\$432/792	\$1,296/2,376
 60 column inches: 6 columns X 10 inches or 3 columns X 20 inches: 1/2 page				
B/W	\$360.00	\$1,944	\$3,456	\$6,048
Color	\$660	\$3,564	\$6,336	\$11,088
Savings		\$216/396	\$864/1,584	\$2,592/4,756
 120 column inches: 6 columns X 20 inches: whole page				
B/W	\$720	\$3,888	\$6,912	\$12,096
Color	\$1,320	\$7,128	\$12,672	\$22,176
Savings		\$432/792	\$1,728/3,168	\$3,024/9,504