

# La Voz de Brazoria County

*La Voz de Brazoria County* is a bilingual publication targeting the Latino population. Each issue contains timely articles, feature stories, interviews, public policy analysis and statistical data on issues of importance to the Latino community.

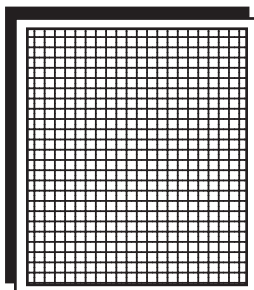
The purpose of *La Voz de Brazoria County* is to inform Latino community about candidates for public office, illuminate community concerns, stimulate public debate and provide alternative perspectives on public policy issues. *Esperamos tambien informar a la comunidad de lo que esta pasando alrededor del estado para que asi ellos pueden ver que no estan solos.*

Mechanical Requirements		
STANDARD SIZES	WIDTH	TALL
Full Page	10"	10"
1/2 Page (Vertical)	4.75"	10"
1/2 Page (Horizontal)	10"	4.75"
1/4 Page (Vertical)	4.75"	5"
1/4 Page (Horizontal)	5"	4.75"
1/8 Page (Horizontal)	4.75	2.75"
1/8 Page (Vertical)	2.75"	4.75"
Business Card	3.5" x 2"	

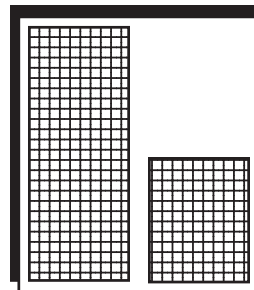
## Circulation & Distribution

*La Voz de Brazoria County* has an estimated readership of 15,000 (print and internet) and is distributed at restaurants, government offices, convenience stores, libraries, taquerias and educational institutions in the cities located within the target area.

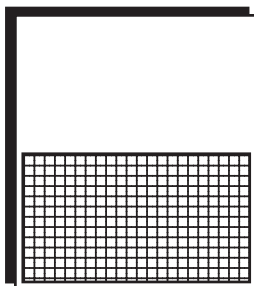
# AD Sizes



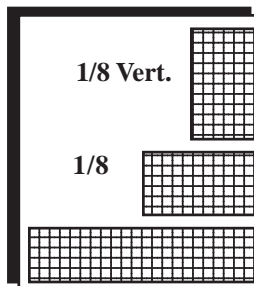
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/4 Horizontal

SIZE	ADVERTISEMENT FREQUENCY			
	1 Time	3 Times	6 Times	12 Times
Full Page	\$650	\$550	\$500	\$475
1/2 Page	\$375	\$325	\$285	\$240
1/4 Page	\$260	\$235	\$215	\$180
1/8 Page	\$140	\$110	\$ 90	\$ 70
Business Card	\$ 60	\$ 50	\$ 40	\$ 30

## Production Requirements

Acceptable camera-ready material is defined as fully finished mechanicals that require no typesetting or camera work of any kind. Publisher recommends the use of an 85 line screen.

Drawings, artwork and articles for reproduction are accepted only at advertisers risk and should be clearly marked to facilitate return.

Camera shots, artwork (screens, reverses, double burns, etc.) and typesetting will be charged to the advertiser at prevailing rates.

Publisher is not liable for reproduction quality on mechanicals that require camera work.

## Deadlines/Changes/Cancellations

Deadline for ad copy is on the 20th day of the month. All cancellations must be in writing or faxed to (512) 944-4123 or (979) 549-5221. Cancellations or changes are not accepted after the date stipulated above.

## Terms

All advertisers must pay in advance unless account is established. All political advertising must pay in advance.

## Agency's Commissions

20% of gross billing on space, color and position to recognized agencies who guarantee payment and deliver camera-ready copy to publisher's office by deadline. Agency commissions are not allowed on accounts more than 60 days past due. No Commissions are paid on production charges.

## Frequency Discounts

Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

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## General Conditions of Agreement

Advertising copy and contacts are subject to approval of publisher. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standards.

Publisher reserves the right to alter any printed materials received at variance with mechanical requirements. Such alterations will be billed at actual cost to the advertiser. Publisher reserves the right to trim, re-set or change materials to standard sizes.

Publisher will use reasonable precaution to protect all printed material, but will not be liable for loss or damage. Such material may be destroyed unless called for within 6 months of issue date.

Publisher may cancel contract with an advertiser or agency at any time if invoices for advertising are paid in full within 30 days of their receipt.

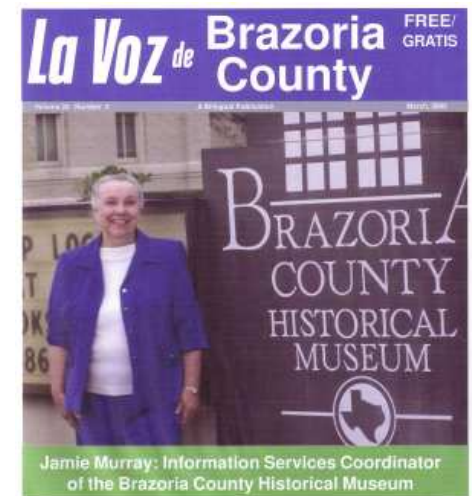
Publisher cannot guarantee color fidelity or changes/corrections on material received after production closing date.

The publisher will not be bound by any conditions, oral or printed in the contract, copy, instructions, or elsewhere sent to the publisher by an advertising agency which conflicts with the publisher's policies as set forth herein.

In consideration of publication of any advertisement, the advertiser and the agency, jointly and severally will indemnify and hold harmless the newspaper, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement including, without limitation, claims or suits for libel, violation or the right of privacy, copyright infringement, or plagiarism.

*La Voz de Brazoria Count*  
*P.O. Box 19457*  
*Austin, Texas 78760*  
*(512) 944-4123*

# La Voz de Brazoria County



**The Best Source for  
News and Views  
on the Latino  
Community in  
Brazoria County**

## Rate Card # 2

Effective January, 2013