

GRINGO

NO BAD NEWS

Gazette

Published bimonthly and distributed in bars, restaurants, real estate offices and wherever foreigners frequent in the cities of Rosarito beach, Tijuana and Ensenada

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Advertising Rates

FREQUENCY ADVERTISING SAVES YOU MONEY! The more times you run your ad in consecutive editions, *the more you save!* Plan ahead to establish your best discounted rate

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<u>One Time Open Rate</u>	<u>13-Issues 6 months</u>	<u>20-Issues 9 months</u>	<u>26-Issues 1 Year</u>
\$15.00	\$14.00	\$13.00	\$12.00

Column width is 2 inches with 1/8" gutter between columns. There are 5 columns across a single page. Page depth is 15" A Full Page is 75 Column Inches.

March 2014

Terms & Conditions

PAYMENT. Payment is due, in full, upon presentation of your printed ad. If you miss an edition for any reason you will be short rated. All quoted prices are presented in U.S. dollars, but payment may be made in either pesos or dollars.

LIABILITY. Liability for advertising content errors on our part will not exceed the cost of that portion of space occupied by such an error. All claims must be made before the ad runs a second time.

CONTRACTS. Contracts are *not* self-renewing. A new contract must be signed within 30 days following the expiration of a contract to maintain contract rate.

COLOR. All ads are printed in black ink. Color incurs an additional cost of 50%. No sniveling about the quality of the color.

ART CHARGES. There are none, as a service to our advertisers, we will prepare your ad for you at no charge, and be happy to make changes each issue.

More Advertising Opportunities

CALENDAR. Nonprofit announcements are always free. Private businesses will get bold for \$3/word.

DIRECTORY OF SERVICES. \$20.00 per square, per issue, six issues minimum.

RESTAURANT GUIDE. \$3.00 per line per issue, minimum seven lines & six issues.

CLASSIFIED ADVERTISING. 80c per word per issue. Businesses pay \$1.00 per word.