

# GRINGO

NO BAD NEWS

# Gazette

In Cabo San Lucas  
Call / Fax: (624) 1430865  
Leona Vicario St. between  
Carranza and Revolucion  
In the USA Phone (562) 7146735  
Mail: P.O. Box 13168 Palm Desert, CA 92255

## 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 for advertising with the Gringo Gazette.

Prices are for each column inch per each insertion

<u>One Time Open Rate</u>	<u>13-Issues 6 months</u>	<u>20-Issues 9 months</u>	<u>26-Issues 1 Year</u>
<b>\$19.00</b>	<b>\$18.00</b>	<b>\$17.00</b>	<b>\$16.00</b>

Column width is 1 3/4 inches with 1/8" gutter between columns.  
There are 5 columns across a single page. Page depth is 15  
A Full Page is 80 Column Inches.

July 2008

## Terms & Conditions

**PAYMENT IS DUE, IN FULL, UPON PRESENTATION OF YOUR PRINTED AD.** Your ad will not run again unless your account is kept current. If you miss an edition for any reason you will be short rated. All quoted prices are represented in U.S. Dollars. Payment may be made in 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 within 10 days of ad presentation to you by the ad representative.

**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.

**DIRECTORY OF SERVICES.** \$16.00 per square, per issue six issues minimum. For two squares, just double that.

**RESTAURANT GUIDE & ENTERTAINMENT CALENDAR.** \$2.00 per line per issue, minimum seven lines & six issues.

**CLASSIFIED ADVERTISING.** Classified rates are 80c per word per issue. Businesses pay \$1.00 per word.

