



*“We
Cover
Your
World”*

**RATE CARD
2023**

AD SIZE IN COLUMN INCHES/COST PER INCH

4-12	\$58.45
13-20	\$58.72
21-35	\$58.96
36-60	\$59.57
70 (Full Page)	\$60.00

AD SIZE/COST

PAGE SIZE	COL. INCHES	GROSS COST
1/20	4	\$234.00
1/12	5.50	\$322.00
1/10	6.50	\$380.00
1/8	8.00	\$468.00
1/4	16.00	\$940.00
1/3	21.45	\$1,265.00
1/2	32.50	\$1,916.00
2/3	42.90	\$2,556.00
3/4	48.75	\$2,904.00
Full Page	70.00	\$4,200.00

* Minimum Display ad * For Special Sections

COLOR COSTS

- Standard spot color may be added to any display ad for an additional \$200.00 per color. Full color may be added for \$750. Color separations must be 85 line screen.
- There is a one time \$30.00 layout & composition charge on desired artwork to be placed in the paper.

FREQUENCY DISCOUNTS

2 times in 12 months	7%
4 times in 12 months	10%
7 times in 12 months	13%
12 times in 12 months	17%

For discounts to apply, payments must be received within 30 days of billing date.

NOT-FOR-PROFIT DISCOUNTS

Qualified non-profit, charitable organizations which advertise are eligible for an additional 10% discount.

INSERTS

For only 7 cents per piece, you can mail promotional flyers as inserts in our newsmagazine. That's less than it would cost you using the U.S. Mail.

Note: This cost is for finished printed folded pieces only.

INSERTION		FULL RUN					
Size	Per Piece	36,000	25,000	20,000	15,000	10,000	5,000
8 1/2x11	.07c	\$2,520	\$1,750	\$1,400	\$1,050	\$700	\$350
8 1/2x14	.08c	\$2,880	\$2,000	\$1,600	\$1,200	\$800	\$400
8 1/2x11 (2-3 sheets)	.09c	\$3240	\$2,250	\$1,800	\$1,350	\$900	\$450
Small Catalogs	.13c	\$4680	\$3,250	\$2,600	\$1,950	\$1,300	\$650

POSITION CHARGES

Preferred position	20% addt'l
Page 2	30% addt'l
Page 3	30% addt'l
Back Page	40% addt'l

Rate Card Dated November 2019

DEADLINES

Space Reservations	.5 p.m 3rd Friday of every month.
Advertising Copy	.5 p.m. 4th Friday prior
Camera-ready Ads	.Noon Monday prior

LATE CHARGE - A 30% late charge will be affixed if your ad is late, anytime after noon on the Monday prior.

CANCELLATION CHARGE - A 50% cancellation charge will be levied on advertisers after the 1st day of the desired month of printing.

ADVERTISING AGENCY COMMISSIONS

All advertising placed by recognized advertising agencies and submitted camera-ready will be commissioned at 15% Payment must be received within 30 days of billing date to qualify for commission.

ADVERTISING GUIDELINES

- The CARIBBEAN TODAY NEWS MAGAZINE will not deviate from its published rates.
- Payments made later than 30 days after billing date will be assessed an 11% per month interest charge and a \$10 per month service charge.
- A \$30 charge will be levied for any returned check.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error for any reason.
- Advertisements prepared by the CARIBBEAN TODAY may be reproduced elsewhere only with the written consent of the Publisher.
- Contracting for frequency discounts will entitle advertisers to be billed at the discounted rate.
- Contracts that are not fulfilled will be short-rated the unearned discount. If an advertiser exceeds the frequency level agreed to by contract and runs often enough to qualify for a greater discount, the advertiser will get an adjusted rate based on advertising volume. We reserve the right to refuse any ad for any reason.

DISTRIBUTION

36,000 copies direct-mailed and hand delivered to residences and businesses in South Florida. We can also be read on the World Wide Web at CaribbeanToday.com.

MECHANICAL REQUIREMENTS

- Ads preferably should be Print Ready PDFs. We also accept other formats such as jpegs, tiffs, eps at a resolution of 250 DPI or higher. (Eps files should be vector files and converted to CMYK color mode).
- Convert all PDFs to CMYK. Convert all black text into 100%, true black (K). Black text that is a combination of CMYK does not print well. No ads created in Microsoft Word, convert to PDF before submitting.

ANY ADS SUPPLIED THAT REQUIRE TYPESETTING OR DESIGN CHANGES WILL BE SUBJECT TO A MINIMAL ARTWORK CHARGE OF \$30/HR.

COLUMN DISPLAY WIDTHS

1-column	1 1316"
2-column	3 1516"
3-column	6"
4-column	8"
5-column	10 316"

DEPTH OF SELECT AD SIZES FOR COLUMN WIDTHS PAGE

Unit	5	4	3	2	1
Full pg.	14"				
3/4	9.75	12			
2/3	8.50	10.75			
1/2	6.50	8.00	11.00		
1/3	4.25	5.33	7	10.75	
1/4	3.25	4	5.33	8	
1/8	1.60	2	2.66	4	8
1/10		1.66	2	3.25	6.50
1/12			1.85	2.75	5.50
1/20				2	4

The standard CARIBBEAN TODAY page measures 10 1/8 inches x 14 inches.



RETAIL ADVERTISING

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9020 SW 152nd St., Miami, FL 33157
E-mail: sales@caribeantoday.com