

2010

media<sup>kit</sup>

thejournal



# The Journal

## Publicity

### Why should your company advertise with The Journal?

- The Journal has proven to be the English-language newspaper with a solid and stable history for five consecutive years.
- The number of distribution points that make up our distribution network increase from 1.200 in December 2007 to nearly 1.500 in October 2008.
- Copies are distributed mostly at the arrivals area at Daniel Oduber International Airport in Guanacaste. 1,200 copies are distributed on board of Continental Airlines flights and 500 copies on board of Delta Airlines flights between Liberia, Guanacaste and the United States.
- The Journal is delivered to more than 1.500 points over the Central Pacific, Guanacaste, Arenal, Fortuna, Monteverde, the Nicoya Peninsula and Southern Pacific.
- Our readers are principally foreign residents, investors, potential investors and tourists, upper middle and upper class, educated individuals, with high acquisitive capacity.
- Our advertising rates combined with our circulation are currently considered to be the best advertising package on the market.
- Our international news section is obtained through some of the world's largest news agencies.

## Publicidad

### Por qué debe su empresa anunciarse con The Journal?

- The Journal ha demostrado ser el periódico en idioma inglés con una trayectoria sólida y estable por cinco años consecutivos
- El número de puntos de distribución incrementó de 1.200 en diciembre 2007 a aproximadamente 1.500 en octubre 2008.
- Se distribuye mensualmente en el área de arribos del Aeropuerto Internacional Daniel Oduber en Guanacaste, 1,200 copias se distribuyen a bordo de los vuelos de Continental Airlines y 500 copias a bordo de los vuelos de Delta Airlines entre Liberia, Guanacaste y Estados Unidos.
- The Journal se distribuye en más de 1.500 puntos en el Pacífico Central, Guanacaste, Arenal, la Fortuna, Monte Verde, la Península de Nicoya y el Pacífico Sur
- Nuestros lectores son principalmente extranjeros residentes, inversionistas, inversionistas potenciales y turistas, de clase alta, media alta, con educación y alto nivel adquisitivo.
- Nuestras tarifas publicitarias combinadas con nuestra circulación es considerado el mejor paquete publicitario del Mercado.
- Nuestras noticias internacionales son obtenidas a través de las más grandes agencias de noticias del mundo.

# ADVERTISING RATES

## REGULAR RATES / TARIFAS REGULARES

	1 Publication	2 Publications	3 Publications	6 Publications + 1 FREE	12 Publications + 2 FREE
1 Full Page	\$800,00	\$500,00 per edition	\$500,00 per edition	\$500,00 per edition	\$500,00 per edition
1/2 Page	\$400,00	\$300,00 per edition	\$250,00 per edition	\$200,00 per edition	\$200,00 per edition
1/3 Page	\$300,00	\$250,00 per edition	\$225,00 per edition	\$185,00 per edition	\$185,00 per edition
1/4 Page	\$255,00	\$200,00 per edition	\$175,00 per edition	\$150,00 per edition	\$150,00 per edition
1/6 Page	\$200,00	\$150,00 per edition	\$125,00 per edition	\$100,00 per edition	\$100,00 per edition
1/8 Page	\$185,00	\$135,00 per edition	\$110,00 per edition	\$85,00 per edition	\$85,00 per edition
1/16 Page	\$125,00	\$85,00 per edition	\$50,00 per edition	\$40,00 per edition	\$40,00 per edition
BANNER	\$185,00	\$135,00 per edition	\$110,00 per edition	\$85,00 per edition	\$85,00 per edition
Back Cover*	Not Available	\$850,00 per edition	\$800,00 per edition	\$700,00 per edition	\$700,00 per edition
Page 3*	Not Available	\$678,00 per edition	\$678,00 per edition	\$500,00 per edition	\$500,00 per edition
Page 5*	Not Available	\$678,00 per edition	\$678,00 per edition	\$500,00 per edition	\$500,00 per edition
Center Spread	\$800,00	\$500,00 per edition	\$500,00 per edition	\$500,00 per edition	\$500,00 per edition
Banner Portada Superior Derecho	Not Available	Not Available	Not Available	Not Available	\$100,00 per edition
Banner Portada Superior Izq.	Not Available	Not Available	Not Available	Not Available	\$100,00 per edition
Banner Portada Inferior Derecho	Not Available	Not Available	Not Available	Not Available	\$250,00 per edition
Banner Portada Inferior Izq.	Not Available	Not Available	Not Available	Not Available	\$250,00 per edition

# AD SIZES / TAMAÑOS DE ANUNCIOS

AD TYPE	TIPO	WIDTH ANCHO	HEIGHT ALTO
1 PAGE	1 PAGINA	254 mm	338 mm
1/2 PAGE HO	1/2 PAGINA HO	254 mm	160 mm
1/2 PAGE VE	1/2 PAGINA VE	125 mm	338 mm
1/3 PAGINA HO	1/3 PAGINA HO	254 mm	112,6 mm
1/4 PAGE VE	1/4 PAGINA VE	125 mm	160 mm
1/4 PAGE HO	1/4 PAGINA HO	254 mm	80 mm
1/6 PAGE HO	1/6 PAGINA HO	254mm	53.6 mm
1/8 PAGE VE	1/8 PAGINA VE	60 mm	160 mm
1/8 PAGE HO	1/8 PAGINA HO	125 mm	80 mm
BANNER	BANNER	254 mm	40 mm
1/16 PAGE VE	1/16 PAGINA VE	60 mm	80 mm
1/16 PAGE HO	1/16 PAGINA HO	125 mm	40 mm
CENTER SPREAD	CENTER SPREAD	338.5 mm	533.4 mm
TOP RIGHT FRONT COVER PAGE BANNER	BANNER PORTADA SUPERIOR DERECHO	50 mm	35 mm
TOP LEFT FRONT COVER PAGE BANNER	BANNER PORTADA SUPERIOR IZQUIERDA	50 mm	35 mm
BOTTOM RIGHT FRONT COVER PAGE BANNER	BANNER PORTADA INFERIOR DERECHO	151 mm	38 mm
BOTTOM LEFT FRONT COVER PAGE BANNER	BANNER PORTADA INFERIOR IZQUIERDO	99 mm	60 mm

## Basic Ad requirements

- InDesign, EPS or PDF (press quality) files
- Pictures: CMYK, 150dpi mín.
- Color text mín. size 7pts
- Black text mín. size 6pts
- The deadline for each edition is the Friday preceding publication.

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