CLASSIFIED ADS IN THE CNY LATINO

Standard Sizes

(see content capacity bellow)

NAME	DIMENSIONS* (in inches)		COST **
	HORIZONTAL	VERTICAL	
Minimum (the smallest possible eligible format for text-ad)	2.00	1.25	$ 30.00
Small (typical format for small contracts services, and items for sale)	2.00	2.00	$ 45.00
Medium (generally used for Real Estate, employment, large items for sale, etc.)	3.00	2.00	$ 60.00
Large (for Real Estate, Job Offerings, Professional services, etc.)	4.00	2.00	$ 75.00

*Requests of ads larger than 4" x 2" are considered Display Ads, refer to their prices for these sizes - see content capacity bellow

**Cost per Ad per month - advertiser provides final copy, CNYL ONLY translates the content - see content capacity bellow

Oversized

# of Editions	Individual Cost[1] 1/8-Page	Individual Cost[1] 1/4-Page	Total Cost[1] 1/8-Page	Total Cost[1] 1/4-Page	% Discount	DISCOUNT 1/8-Page	DISCOUNT 1/4-Page
1	$290.00	$510.00	$290.00	$510.00	25%	$217.50	$382.50
2	$284.20	$499.80	$568.40	$999.60	25%	$426.30	$749.70
3	$275.50	$484.50	$826.50	$1,453.50	25%	$619.88	$1,090.13
4	$266.80	$469.20	$1,067.20	$1,876.80	30%	$747.04	$1,313.76
5	$261.00	$459.00	$1,305.00	$2,295.00	30%	$913.50	$1,606.50
6	$246.50	$433.50	$1,479.00	$2,601.00	30%	$1,035.30	$1,820.70
7	$232.00	$408.00	$1,624.00	$2,856.00	30%	$1,136.80	$1,999.20
8	$217.50	$382.50	$1,740.00	$3,060.00	40%	$1,044.00	$1,836.00
9	$203.00	$357.00	$1,827.00	$3,213.00	40%	$1,096.20	$1,927.80
10	$188.50	$331.50	$1,885.00	$3,315.00	50%	$942.50	$1,657.50
11	$174.00	$306.00	$1,914.00	$3,366.00	50%	$957.00	$1,683.00
12	$145.00	$255.00	$1,740.00	$3,060.00	60%	$696.00	$1,224.00

[1] These are the regular prices that will be applied if no discounts - Check our current price list for references - lower prices are for non-for-profits

----

AMOUNT OF CHARACTERS FOR STANDARD SIZE CLASSIFIED ADS

All the amount of characters are approximate, calculated based on consistent size (no mix) and continuous lines

FONT SIZE 12 pt - short line spacing
(1.5"x2") about 154 characters 7 lines of 22 characters ea
(2"x2") about 220 characters 10 lines of 22 characters ea
(3"x2") about 350 characters 10 lines of 35 characters ea
(4"x2") about 470 characters 10 lines of 47 characters ea

FONT SIZE 10 pt - short line spacing
(1.5"x2") about 243 characters 9 lines of 27 characters ea
(2"x2") about 324 characters 12 lines of 27 characters ea
(3"x2") about 516 characters 12 lines of 43 characters ea
(4"x2") about 684 characters 12 lines of 57 characters ea