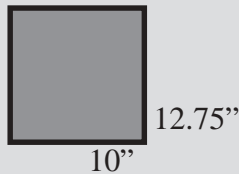


Ad Rates
Fall 2004



Precios de Anuncios
Otoño 2004

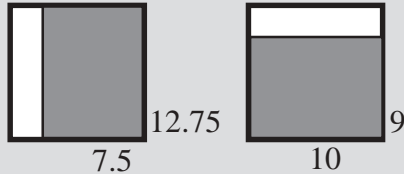
Full Page
Pagina
Completa
\$380



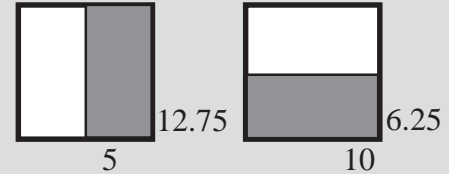
CONTACT

Laura Wenzel, Directora
919-619-1023 ads@palanteprogram.org

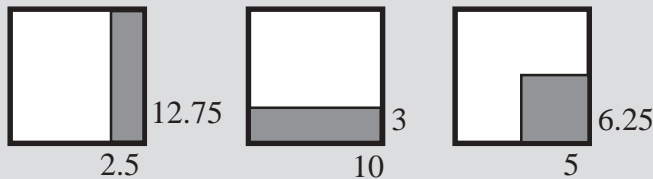
3/4 Page
\$300



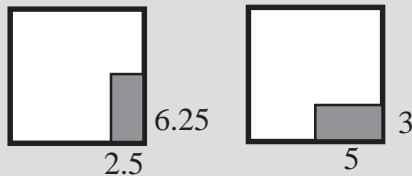
1/2 Page
\$200



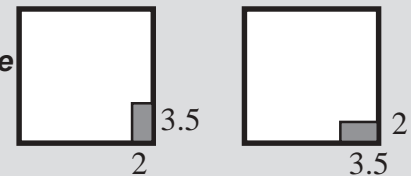
1/4 page
\$120



1/8 Page
\$60



Biz Card
Tarjeta de
negocio
\$40



DISCOUNTS for display ads

3X: 5%, 4X: 10% when total paid in advance. Non-profits: 20% off total.

DESCUENTOS para anuncios independientes

3X: 5%; 4X: 10%, pagado en avance. Organizaciones sin fines de lucro: 20% del total.

CLASSIFIEDS

\$10 first 20 words; \$2 each add'l 1-5 words, in Spanish. Logo \$20; size determined by publisher. No discounts. 4th ad free if no changes.

CLASIFICADOS

\$10 las primeras 20 palabras; \$2 cada 1-5 palabras mas. Logo \$20. Tamaño determinado por Pa'lante. No descuentos. 4to anuncio gratis si no hay cambios.

DEADLINES

Quarterly issues published in early March, June, September, December. Deadlines generally 3rd week of preceding month.

FECHA LIMITADA

Sale 4 veces al año en los principios de Marzo, Junio, Septiembre y Diciembre. Fechas limitadas generalmente están el 3er semana del mes precedente.

DIGITAL MEDIA

Pa'lante can accept PDF, TIFF, EPS, Word (text only, no picture or text boxes) and PageMaker for Windows. Some font restrictions may apply. Images in PDF files must be TIFF or EPS. Please save art in grayscale if possible.