

# Directorio Latino - Boston

## 2005 RATE CARD/CONTRACT 2005

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Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

www \_\_\_\_\_

**LISTING INFORMATION** as you want it to appear:

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

www \_\_\_\_\_

### Covers, Color Ads & White Pages Banners

Back Cover\* \$7,000 per year

Inside Back\* \$4,500 per year

**White Page Banner \$150 3/4 Inch, full width**

\*Includes 1/8 page ad in appropriate category - PLUS - online listing & link to your website or email

Inside Front Cover\* \$5,000 per year

Full Color Page\* \$3,000 per year

### Yellow Pages

Full Page \$2,400 per year

Half Page - Horiz. \$1,500 per year

Half Page - Vert. \$1,500 per year

Quarter page \$ 900 per year

Eighth Page \$ 500 per year

Bold Listing \$ 200 per year

**Make your Ad stand out:**

Red Highlights or White background - add 15%

All ads include FREE translation,

Art Work, One Bold Listing, online listing

& link to your website or email

CLASSIFICATION \_\_\_\_\_

Additional listing classification ( \$50) \_\_\_\_\_

*Authorization for Ad(s) We authorize the publication of the advertising checked above in the 2005 Edition of Directorio Latino Boston Limit of liability of Directorio Latino and Spanish Marketing for errors or omission in listings or advertisements in Directorio Latino: The publisher's liability shall in no event exceed an amount equal to the charges to the customers for said listings or advertisements. Positioning of display ads subject to availability; there is no guarantee for placement other than in the classifications ordered. The advertiser agrees to hold harmless Directorio Latino and/or its agents from any or all claims of plagiarism, copyright infringement or false advertising arising from the advertising in this publication. Ad will automatically renew for next edition unless the advertiser notifies Spanish Marketing in writing that they wish to cancel.*

*Payments: Display ads - 50% down with signed contract. Balance due at time of ad approval. 10% charge if not paid by publication date. All (if any) discounts will be voided if payment is not received on time. 1 1/2% Interest charge per month after 30 days. Listings - payment due with contract, no proof provided.*

Net Cost: \$ \_\_\_\_\_

50% Due with order: \$ \_\_\_\_\_

Bal.Due: \$ \_\_\_\_\_

**X** \_\_\_\_\_ **Date** \_\_\_\_\_

(Authorized customer signature)

**METHOD OF PAYMENT --- -MAKE CHECKS PAYABLE TO SPANISH MARKETING**

**Fed ID# 04-335-0807**

Pay with order \$ \_\_\_\_\_ Bill us \_\_\_\_\_ Charge Credit Cd.:  MCd  Visa  Disc.  Amex

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Zip \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature: \_\_\_\_\_