

RATES FOR ALL PUBLICATIONS

- Caribbean American Weekly
- The Immigrant's Journal
- CARE Journal
- Today's Christian

Unit	Size (Inches)	Color	B & W
Full-Page	10 x 14	\$950.00	\$750.00
Half-Page (horizontal)	10 x 6.875	\$550.00	\$450.00
Half-Page (vertical)	4.875 x 14	\$550.00	\$450.00
Quarter-Page	4.875 x 6.875	\$350.00	\$250.00
One-eighth-Page (horizontal)	2 x 6	\$85.00	\$65.00
One-eighth-Page (vertical)	4 x 3	\$85.00	\$65.00

Minimum size for color 1/4 page.

Frequency discount of retail rates

	6x	13x	26x	39x	52x
Save	10%	15%	20%	25%	30%

Premium: additional 25% rates

INSERTIONS

\$500 Basic, plus \$40 per \$1,000
(Minimum - 10,000)

FILE AD SPECIFICATION FOR PRINT

AD MATERIAL REQUIREMENT

- CMYK
- 300 DPI Resolution
- File Types/Extensions: .PDF, .JPEG .TIFF
- Copy must be spell-checked and proofread