



NET RETAIL ADVERTISING RATES

\$24.00 per column inch B&W - \$28.00 per column inch fullcolor

SIZE	B&W	COLOR
Full Page	\$1,872.00	\$2,184.00
3/4 Page	\$1,320.00	\$1,540.00
1/2 Page	\$ 936.00	\$1,092.00
1/4 Page	\$ 468.00	\$ 546.00
1/8 Page	\$ 216.00	\$ 252.00
1/16 Page	\$ 144.00	\$ 168.00

EXTRAS

Back Cover	\$2,800.00
Inside Front Cover	\$2,500.00
CenterSpread (13" by 22" Full color)	\$3,500.00
CenterSpread Sponsor	\$2,000.00

DISTRIBUTION

You can find DownIsland Magazine in more than 130 locations from Culebra to Rincon ranging from Universities to Surf Shops with even more coming soon! Our current distribution consists of: Major Hotels - University of Puerto Rico - Surf Shops - Bars & Grills - Coffee Shops - Clothing Stores - Bakery's - Tanning and Beauty Salons - Mini Markets - Nutritional Stores - Pharmacy's - Book Stores - Marine Shops - Record Stores - Mail Centers - Car Rental Agencies - Real Estate Welcome Packets - CyberNet Cafes - IBycycle Shops - Dive Shops, Gyms and Travel Agencies! Ask for our complete Distribution from your sales executive.

DEADLINES

- 1.) Camera-Ready advertisement deadline is the Third Friday of each month by 4 p.m.
- 2.) Copy deadline for all ads requiring production is the Second Friday of each month by 4 p.m.

CREDIT & PAYMENT

- 1.) Prepayment is required on all one-time ads and for new advertisers until a credit application has been submitted and approved.
- 2.) Clients granted credit are required to pay invoice upon publication within 30 days

Ad

Sizes

available



**FULL
PAGE**

13"L by 10.5"W



**3/4
PAGE**

11"L by 8.75"W



**1/2
PAGE**

13"L by 5.25"W



**1/2
PAGE**

6.5"L by 10.5"W



**1/4
PAGE**

6.5"L by 5.2"W



**1/8
PAGE**

5.25"L by 3"W



**CARD
SIZE**

3"L by 2.5"W