

The Columbus Dispatch

# FRONTERAS

DE LA NOTICIA

## ANNUAL FREQUENCY COMMITMENTS



	52 Weeks	26 Weeks	13 Weeks	8 Weeks
Full Page* (5 col x 11.16")	\$660	\$715	\$770	\$825 \$866.25
Half Page (5 col x 5.5")	\$324	\$351	\$378	\$405 \$425.25
Quarter Page (2 col. x 7")	\$216	\$234	\$252	\$270 \$283.5
Billboard Ad (2 col. x 5") **	\$84	\$91	\$98	\$105 \$110.25
Business Card Ad (2 col. x 2") **	\$48	\$52	\$56	\$60 \$63

### ALL ADS ARE FULL COLOR

All ads include basic translation services, ads requiring additional services will be charged at \$100 per hour.

\*\*limited copy changes

\*Back page is charged at a 20% premium

Repeat rate: \$30 per column inch.  
Repeat your ad from *The Columbus Dispatch* to earn a special repeat rate.

Non-profit/charitable rate: \$26 per column inch

Double Trucks billed at \$3,900 or 126 inches

Open rate is \$37.50 per inch.

All rates are quoted at net.

A powerful new way to access the burgeoning Hispanic market

### DEADLINES

#### Week prior to publication

Proof Ads*	Wed. 1 p.m.
Space reservations	Wed. 5 p.m.
Electronic Ad (in English)	Thurs. 1 p.m.
Proof Corrections Due	Thurs. 2 p.m.

#### Week of publication

Electronic Ad (in Spanish)	Mon. 1 p.m.
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\*24 hour advance for layout.

Proof corrections will be made on English version.

For more information please contact your *Dispatch* account representative or e-mail [fronteras@dispatch.com](mailto:fronteras@dispatch.com).

RETAIL 614.469.6307

NATIONAL 614.461.5193

CLASSIFIED 614.461.8553



Fronteras de la Noticia strives to be the essential source of information for Latinos living in central Ohio. We enlighten, engage and entertain readers with news that is accurate, relevant and urgent, and we want to do that in whatever language they prefer.

That's why Fronteras is introducing a bilingual element to our weekly publication. We'll continue to deliver in-depth local, national and international news as well as health, beauty and entertainment features in Spanish. But each week, Fronteras will include local news of importance and interest to Latinos in central Ohio in English.

Central Ohio Latinos are increasingly comfortable in both English and Spanish. According to The Pew Hispanic Center, 72 percent of 1st generation Latino immigrants are Spanish dominant and 24 percent are bilingual. 46 percent of 2nd generation Latino immigrants are English dominant, 47 percent are bilingual and 7 percent are Spanish dominant.

Fronteras is the premier source of information and news for Latinos in central Ohio in English and Spanish.

# MECHANICAL REQUIREMENTS

## ROP TABLOID PAGES

5 columns per page x 11" depth equals 55.8" per page.  
Ads over 10.5" in depth will be billed 11".

Column Width	Inches	Decimal
1 column	11 <sup>1</sup> / <sub>16</sub> "	1.73"
2 columns	3 <sup>3</sup> / <sub>16</sub> "	3.56"
3 columns	5 <sup>3</sup> / <sub>8</sub> "	5.39"
4 columns	7 <sup>3</sup> / <sub>16</sub> "	7.22"
5 columns	9"	9.05"
11 columns (double truck)	18 <sup>7</sup> / <sub>8</sub> "	18.86"

## (SNAP) SEPARATION GUIDELINES

	Cyan	Magenta	Yellow	Black	Specular	Non-detail	0%
0%	0%	0%	0%	0%	0%	0%	0%
Highlight	5%	2%	2%	2%	0%	0%	0%
Quartertone	20%	14%	14%	14%	0%	0%	0%
Midtone	36%	28%	28%	28%	10%	10%	10%
Shadow	60%	50%	50%	50%	80%	80%	80%

## TOTAL AREA COVERAGE

Total area coverage maximum 240%.

## Dot Gain Averages (CTP) Computer to Plate (50% Area)

Cyan	24.0%
Magenta	24.0%
Yellow	24.0%
Black	26.0%

## TECHNICAL SPECIFICATIONS

*The Columbus Dispatch* uses the most modern quality assurance techniques, thereby insuring continued customer satisfaction. It is, however, imperative that materials provided meet the same criteria as *The Dispatch's* internal quality standards in order to meet advertiser's expectations.

The following standards and specifications are required. As we continue to improve our production standards, specifications may change. For the latest updates of specifications visit <http://printads.dispatch.com>.

## ORIGINAL MATERIALS

*The Columbus Dispatch* recommends, for best quality reproduction, advertising materials be submitted in an acceptable electronic format. Contact the Electronic Services Department, (614) 469-6169, an account executive, or [www.dispatch.com](http://www.dispatch.com) for details.

## Black and White Photos

Positive print, smooth finish, medium contrast and image in focus. Pre-screened materials should be supplied in final size dimensions because enlarging or reducing will alter tone reproduction. Photocopied or faxed materials should not be submitted as originals for reproduction. Each successive generation after the original diminishes print quality.

## Positive Print/Halftones (Computer to plate)

Highlight 1 - 3% Quartertones 8 - 12% Midtone 35 - 38% Shadow 95%

## Black and White Proof

All submissions must include a positive reproduction of film or electronic materials.

## Screen Ruling

- 100 L.P.I. black and white or color
- Finer ruling will be used at advertiser's risk.

## Color Photos

Color negative, transparency or reflection print, smooth finish. Proper color contrast sharply focused, proper illumination. Free from flare and graininess.

## Size

Maximum size of reflection copy for separation to be 11" x 17".

## Color Negatives (film)

Film is not recommended. *The Dispatch* is an all digital work flow. Electronic files are recommended.

## Color Guide/Palette

*The Dispatch* prints CMYK color sequence (process color). Pantone Matching System is not supported. Color selections must be made using the CMYK color guide. Note: minor color variations are normal and deemed acceptable. For electronic file preparation, contact the Electronic Services Department, (614) 469-6169, or an account executive, and [www.dispatch.com](http://www.dispatch.com) for details.

## Color Press Proofs

A press proof must accompany any finished ad submitted to *The Dispatch*. Proofing systems should use Ad litho inks on newsprint or systems should

be calibrated to represent printing density standards of C-.90, M-.90, Y-.85, Bk-1.05, or updated SNAP document. Proofs should be on newsprint or represent newsprint characteristics. Lay down sequence CMYK should be followed.

- Color bars or gray bars are recommended on all proofs.

## GCR (Gray Component Replacement)

Recommended range of 35%-80% with a total dot area of 240%.

## Type Size Minimums

7 point (black) 12 point san serif bold (color)

## Line Rule Minimum

.007" or .5 pt.

## Reverse Type

Type smaller than 12 points should not be reversed on a four-color or processed color background and type smaller than 10 points should not even be reversed on a single-color (c, m or y) background. Serif type and fine-serif type should not be reversed at sizes smaller than 12 points, and even in cases of larger type, testing should be done to verify whether the process can reproduce the serifs. For contrast and readability, reverse type should not be positioned within screened areas containing less than a 70% screen of any one, two, three, or four colors. Type should not be reversed on a yellow or other light-colored background.

## Electronic Ad

Delivery available on [printads.dispatch.com](http://printads.dispatch.com)

