

The Columbus Dispatch
FRONTERAS
 DE LA NOTICIA

FronterasColumbus.com

CLASSIFIED RATES

Contract Rates

| Inside Page | 52 Weeks | 26 Weeks | 13 Weeks | 8 Weeks |
|-------------|----------|----------|----------|---------|
| Full Page* | \$1,528 | \$1,616 | \$1,714 | \$1,824 |
| Half Page | \$769 | \$819 | \$883 | \$952 |

Half page sizes: 4 col. x 156 lines (horizontal)
 or 8 col. x 77 lines (vertical)

Line Rates

| | 1X | 4X |
|-------------|------------|------------|
| Real Estate | \$.75/line | \$.50/line |
| General | \$.75/line | \$.50/line |
| Auto | \$.75/line | \$.50/line |
| Recruitment | \$3*/line | \$.75/line |

**ALL ADS ARE
 FULL COLOR**

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

**Recruitment ads picked up from *The Dispatch* or *ThisWeek* publications cost \$2.40/line.

* Back page is charged at a 20% premium.
 All rates are quoted at net.

REV. 3/16/09

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. |
|----------------------------|-------------|

*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.

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

CLASSIFIED TABLOID PAGES

Page size: 10.39" x 10" 10 columns per page
140 lines per column 1,400 lines per page

*Full page ads allow 1/4" for folio.

Column Width Decimal Inches

| Column | Decimal | Inches |
|------------|---------|----------|
| 1 column | .99" | 63/64" |
| 2 columns | 2.03" | 2 1/32" |
| 3 columns | 3.08" | 3 5/64" |
| 4 columns | 4.12" | 4 1/8" |
| 5 columns | 5.16" | 5 5/32" |
| 6 columns | 6.21" | 6 7/32" |
| 7 columns | 7.25" | 7 1/4" |
| 8 columns | 8.3" | 8 19/64" |
| 9 columns | 9.34" | 9 11/32" |
| 10 columns | 10.39" | 10 3/8" |

(SNAP) SEPARATION GUIDELINES

| | Cyan | Magenta | Yellow | Black |
|---------------------|------|---------|--------|-------|
| Specular Non-detail | 0% | 0% | 0% | 0% |
| Highlight | 5% | 2% | 2% | 0% |
| Quarternone | 20% | 14% | 14% | 0% |
| Midtone | 36% | 28% | 28% | 10% |
| Shadow | 60% | 50% | 50% | 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 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% • Quarternones 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 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

