

EL Reportero ***Las Vegas***

MEDIA KIT

2018



EL Reportero

Las Vegas

15% OFF YOUR FULL PAGE AD!

**Save on your next "Ad Campaign"
by placing your advertisement
with us.**

LA REVISTA LATINA



- We design your promo to your specification.
- You receive your ad proof before it is published.
- We incorporate your brand into our ad campaign.
- We give you "TWO FOR ONE"

We Create Your Market to Meet your Business Expectations and we update you on the everyday markets needs so that you can make better decision.

Tel. 1-855-349-3777

www.elreporterolasvegas.com

ADVERTISEMENTS SPACE & PRICES

FULL PAGE

\$700.00

Mayor distribución de su anuncio entre todas las comunidades en el Estado de Nevada.

.....
Diseñamos su campaña publicitaria,

HALF PAGE

\$650.00

1/8 PAGE

\$125.00

1/4 PAGE

\$500.00

1/5
PAGE
\$70.00

CLASSIFIED AD'S

Classified
Page
\$50.00

Classified
Page \$40.00

Classified
Page
\$30.00

All classified ad's must be paid in full in advance to the publication.

For specifications and billing of your advertising campaign you can call our "ADVERTISEMENT DEPARTMENT" at (1-855-349-3777). All Ads must be submitted on the following formats, JPG or PDF. All advertising copy is subject to El Reportero Las Vegas(ERLV) approval. ERLV reserves the right to edit or refuse advertising that is determined unsuitable.

Bleed: Full-Bleed

Binding: Saddle-Stitched

Print Deadlines: On the 25th of every month

Materials Specifications

Safety Margins: The live area for copy is 9" x 127/8" and the trim is 10" x 14". All live matter (copy, critical graphics and logos, etc.) must be at least 1/2" away from trim edge. Only full page ads may bleed. The dimensions of bleed ads listed above include a 3/8" bleed on all sides. Fractional ads should not be supplied with a bleed.

Color: Color ads must be 4-color process only. No PMS colors can be used. The maximum color density in a shadow area is 240%.

Type: We recommend using at least 10-pt. sans-serif type (bold or medium weight) when reversing type out of 1-color, and at least 14-pt. when reversing out of 4-color. We recommend color type being no more than two colors and at least 14-pt. sans-serif type (bold or medium-weight).

Resolution: 200 dpi for halftones, 300 dpi for 4-color, and 600–1,200 dpi for line art.

Accepted Art

Press Optimized PDF: Full-page bleed ads should be built to the trim size, must include 1/4" bleed on all four sides, and have crop marks outside the bleed. All art must be high resolution, be CMYK, and all fonts and art must be embedded. If using Photoshop, flatten all layers prior to creating the final PDF. EL Reportero Las Vegas is not responsible for ads created in non graphics programs such as Microsoft Word or PowerPoint. Please refer to our prepress specifications and instructions on bleed, trim, and creating PDF's for further details.

How to Submit Art

Upload artwork at (elreporterolv@yahoo.com)

E-mailed files are accepted.

Specific Policies

Advertisers will be billed for any modifications or file manipulation required to meet print requirements. Advertisers will be billed \$35.00 if a full-size, color-accurate proof is not submitted with the art, and EL Reportero Las Vegas will not be held accountable for the ad. Frequency discounts are based on the number of same-sized insertions during the same publishing year (January to December). Rebates earned by using additional space within that publishing year will be deducted from the final invoice. The cancellation of a space reservation will result in an adjustment of the rate (short-rate) based on previous insertions during that publishing year to reflect actual space used. Covers are not eligible for cancellation.

General Advertising Policies

All advertising copy is subject to EL Reportero Las Vegas (ERLV) approval. ERLV reserves the right to edit or refuse advertising that is determined unsuitable. Publication of an advertisement does not constitute endorsement or approval of contents of a publication, point of view, standard of service, or opinion presented therein, nor does ERLV guarantee the accuracy of information given. ERLV reserves the right to add the word "Advertisement" to copy that resembles editorial matter. Rates, conditions, and space units are subject to change without notice. ERLV will not be bound by any conditions appearing in insertion orders submitted by or on behalf of the advertiser when such a condition conflicts with any provision contained in ERLV rate card or with ERLV policies. Schedule of months of insertion and size of space must accompany all orders. So-called "space reservations" are not considered by ERLV as orders binding upon it in any way. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the rights of the publisher to determine actual positions. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical. No cancellations or change in orders will be accepted after closing date. Insertion orders are accepted only for the current publishing year.

Discounts

A 15% Agency Discount will be given to members of the American Association of Advertisers or agencies listed in the Standard Directory of Advertising Agencies. A 25% discount will be given to all local marketing and advertising company.

Billing

Payment in full is required at the time of insertion for first-time advertisers. Advertisers will be invoiced approximately 2 weeks after the issue mails. One tear sheet, unless otherwise requested, will accompany each invoice. All invoices are net 30 days. Ads will not run if any outstanding balance remains.

Please direct questions, insertion orders, and ad materials to:

EL REPORTERO LAS VEGAS

9745 Grand Teton Dr. Unit 2012

Las Vegas, Nevada 89166

Tel. 1-(760) 616-9047

Tel. 1-855-349-3777

Elreporterolv@yahoo.com