

Inserts

PRE-PRINTED INSERT RATE & INFORMATION

- Materials may be inserted into the newspaper at a rate of \$150.00 per thousand.
- Pre-prints must be delivered in tied bundles, or separately boxed untied bundles, and must be in uniform count and not exceed 25 pounds gross weight.
- Shipments are to be delivered prepaid to:
METROPOLITAN NEWS COMPANY
210 South Spring Street, Los Angeles, CA 90012
- Shipments must arrive no later than 6 days prior to distribution. Receiving hours are 8:30 a.m. to 6:00 p.m., Monday through Friday, except holidays.
- Format must not create the impression that this is a piece of first or third class mail.
- If the pre-print includes coupons or order forms designed to simulate mail orders, such coupons or order forms must not occupy more than half the page.
- All editorial matter must carry the word "Advertisement" at the top of each page or portion of the page.
- The publisher reserves the right to refuse any preprint. Material not in conformity with the above requirements will not be accepted from the shipper.

GENERAL RATE POLICY

- Alcoholic beverage advertising accepted.
- The publisher's liability for an error shall not exceed the cost of a single insertion of the advertisement.
- All rates subject to any applicable tax.
- All advertising copy similar in form to editorial material must be marked "advertisement."
- Cancellation notice must be received two days prior to date of publication.
- Newspaper will not knowingly publish material that is in violation of the law. Advertiser and/or agency warrant that each has the authority to place the ad and agree to assume all liability based upon advertisements placed by advertiser and/or agency, and to indemnify newspaper in connection with any claims made against it stemming from the advertisement.
- Publisher does not guarantee position.



210 S. Spring Street, Los Angeles, CA 90012
(213) 346-0033 • Fax (213) 687-3886
hreyes@nuestracomunidad.net

DISPLAY ADVERTISING

COMMISSION/CASH DISCOUNTS/ TERMS OF PAYMENT

- 15% commission allowed to recognized advertising agencies on invoices paid within 30 days.
- All advertising charges are due and payable upon receipt.
- Payments must accompany all orders from accounts which have not established credit with Nuestra Comunidad.
- A late fee of one and one-half percent (18% per annum) will be applied to any charges which are not paid within 30 days after the advertisement's first run date.
- In the event of legal action to collect sums due for advertising, the advertiser and agency, if any, shall be jointly liable for the cost of the advertisement, plus interest and reasonable attorney fees.

CLASSIFIED ADVERTISING

- **COMMISSION**
 - Classified rates are non-commissionable.
- **POLICY**
 - The publisher reserves the right to correctly classify any advertisement.
 - The publisher cannot guarantee any advertisement's position.
- **Nuestra Comunidad Liability** - Please verify the accuracy of your ad the first day it is scheduled for publication. The publisher will not be liable for failure to publish an ad as requested or for more than one incorrect insertion of an advertisement.
In the event of any error or omission in printing or publication of an advertisement, the publisher's liability shall be limited to the cost of one insertion of the advertisement. Under no circumstances shall the publisher be liable for consequential damages of any kind.

2012

Display Advertising Rate Card



About Nuestra Comunidad

Nuestra Comunidad is a weekly, bilingual newspaper distributed throughout Southeast Los Angeles, California. The bilingual format reflects and unites the communities it serves.

Nuestra Comunidad es una publicación semanal bilingüe en el Sur de California. El formato bilingüe refleja y une a la diversa población hispana en las comunidades que sirve.

Nuestra Comunidad is a court adjudicated newspaper for publishing legal notices.

SECTIONS

News /Noticias
 Community Bulletin / Boletín Comunitario
 Health / Salud
 Entertainment / Entretenimiento
 Sports / Deportes
 Legal Notices / Noticias legales

SERVICE AREAS

Bell, Bell Gardens, Commerce, Compton, Cudahy, Downey, Downtown, East Los Angeles, Lawndale, Lynwood, Maywood, Norwalk, Paramount, Pico Rivera, South Gate, Vernon, Whittier

DISPLAY ADVERTISING (Color or B/W)

FULL PAGE	HALF VERTICAL PAGE	HALF HORIZONTAL PAGE	1/4 PAGE
1x \$500	1x \$250	1x \$250	1x \$100
4x \$325	4x \$200	4x \$200	4x \$75
8x \$250	8x \$150	8x \$150	8x \$50
12x \$125	12x \$100	12x \$100	12x \$25
10.25" x 10"	5.042" x 10"	10.25" X 5"	5.042" x 5"

Classified Rates

\$3.00 PER LINE (PREPAID)

Deadlines

Tuesday at noon for Thursday publication.

MATERIALS (AD CREATION): One week prior to press date.
 Whenever possible, designed ads should be delivered camera ready, as a high resolution PDF, TIFF, or EPS file, via e-mail to:
info@nuestracomunidad.net

Contracts

- Contracts must be completed within one year from date of contract, not from first insertion.
- Contracts must be for a definite schedule or for definite space to be used within one year from date.
- Not completed contracts will be short-rated.
- Contracts not received within 30 days of first requested insertion places all ads received and run before actual receipt by publisher of "open" rate.

