

LATINA[®]

2012 National Rate Card

RATE BASE: 500,000

EFFECTIVE FEBRUARY 2012 ISSUE

ALL RATES ARE GROSS

Size	4C	4CB	B/W
1 page	\$44,067	\$48,474	\$29,163
2/3 page	\$33,050	\$36,355	\$21,871
1/2 page	\$29,525	\$32,477	\$19,538
1/3 page	\$20,930	\$23,025	\$13,852
2nd Cover	\$55,083	\$60,592	
3rd Cover	\$50,677	\$55,745	
4th Cover	\$58,609	\$64,469	
BRC	\$29,163		

Discount Structure

Frequency Discounts:

3 Pages	5%
6 Pages	7%
9 Pages	10%
12 Pages	15%

Bleed Charge 10%



LATINA • 625 Madison Avenue, Suite 3C, New York, NY 10022 • T: 212-642-0200 • F: 917-777-0860

For More Information E-mail sales@latina.com