



# El Puente

National Latino Peace Officers Association

## 2002 Rates

(Rate Card 1.02)



### 0. Introduction

El Puente is the official publication of the National Latino Peace Officers Association. It is published 6 times a year.

### 1. General Black/White Rates (gross)

Rates	1x	3x	6x
Lead Logo	\$500	\$475	\$450
1/8 Horizontal	\$1055	\$965	\$855
1/4 Vertical	\$1750	\$1675	\$1550
1/2 Horizontal/Vertical	\$3600	\$3525	\$3265
Full	\$7000	\$6500	\$6000
Manufacturer Profile	\$5000	\$4500	\$4005
1/2 Page Premium Placement			

**COLUMN INCH RATE:** \$85 per inch

Color: One time fee \$625

Premium Placement: 15%

Bleed: 15%

### 2. Frequency Discounts

Frequency rate is earned by the number of separate advertisements used within a contact year. Different size units may be used to earn this rate.

### 3. Contract Rates

Rates are based on the total space contracted for IN ADVANCE AND IN WRITING, and used within one year from date of contract. Multiple units of space in 1 issue may be used to earn frequency discounts; 2-page spreads are counted as two units. Unfilled contracts will be short-rated to next higher frequency rate. Rate increases subject to 30-day advance written notice.

### 4. Commissions

All Prices quoted Gross. Commissionable to recognized agencies. Payment within 30 days. 5% interest per month after 30 days.

### 5. Accepted Payment Methods

Visa and Mastercard preferred. EFT, Money Orders, Certified and Business Checks acceptable.

### 6. Dimensions

Space Unit	Width Inches	Height Inches	Width Picas	Height Picas
Full Page (non-bleed)	9.833	15.167	59	91
1/2 Page Horizontal	9.833	7.5	59	45
1/2 Page Vertical	4.833	15.167	29	91
1/4 Page Vertical	4.833	7.5	29	45
1/8 Page Horizontal	4.833	3.667	29	22
Lead Logo	2.333	1.833	14	11

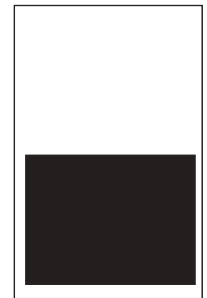
**NOTE:** Positioning of advertisement is at the discretion of the publisher. Ad sizes shown below are not to scale.



**Full Page**  
9.833" x 15.167"  
59p x 91p



**1/2 Page Vertical**  
4.833" x 15.167"  
29p x 91p



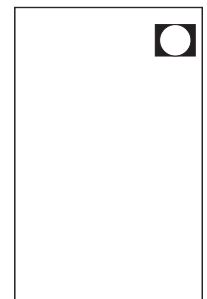
**1/2 Page Horizontal**  
9.833" x 7.5"  
59p x 45p



**1/4 Page Vertical**  
4.833" x 7.5"  
29p x 45p



**1/8 Page Horizontal**  
4.833" x 3.667"  
29p x 22p



**Lead Logo**  
2.333" x 1.833"  
14p x 11p

## 7. Website Banner Advertising

Acceptable formats include static and animated GIF & JPEG. Please contact 703-351-5565 for more information and current pricing.

## 8. Production Regulations

- **Digital files are preferred.**
- **File formats:** Encapsulated PostScript (EPS), TIFF, JPEG, and .PDF
- **Software:** PageMaker, Adobe Photoshop
- **Images:** Send original files that are imbedded in the layout
- **Fonts:** Send both screen and printer fonts. Any PC fonts will be matched with comparable Adobe Type 1 fonts.
- **Compression:** We have Stuffit and PKZip. Files may also be sent in a self-extracting compression file.
- **Media:** PC Zip disks, CD-ROMs or diskettes.

Screen film negatives to size, right reading, emulsion side down, 133-line screen, color materials must be separated and color proofs must be supplied. Use CMYK for color and grayscale for black and white.

## 9. Mechanical Specifications

- **Premium Placement / Bleeds:** 15%
- **Trim size:** 10-7/8 x 17
- **Printing process:** Web. Colors: Black and blue only.
- **Binding:** none
- **Resolution:** All continuous tone images (grayscale) should have a resolution of 300 dpi (for 133-line screen printing) at 100%. Scanned black and white line art should have a minimum resolution of 900 dpi at 100%, although 1200 dpi is preferred.
- **Proofs:** 600 dpi laser prints or inkjet color are okay for proofs.
- **Imported graphics:** If you are sending a live page layout file with imported graphics, you must send the original graphics file along with the page layout file.
- **Velox (stat):** Positive
- **Laser copy:** black and white only; minimum 600 dpi, 1200 dpi preferred.

**Note:** We are not responsible for errors in output due to incorrect file preparation or incorrect file compression. Client will incur extra charges if necessary to ready files for printing.

## 10. Page construction

- Build ad to size
- Use stylized fonts and do not apply style attributes to basic fonts
- Avoid rotation and cropping of images in layout program

## 11. File submission

- Send only the ad layout, fonts and graphics used in your ad. A disk directory must accompany the disks or other media used. Always indicate that the ad-file is to be used for actual printing.

- Supply Pagemakers Save for Service Provider or similar reports for other applications. This report lists fonts, the graphic elements (logos, photos, etc.) and the color elements, as well as the application used (Pagemaker, Photoshop, etc.)
- Send disks labeled with the name, address, and phone number of the advertiser. It is advisable to send the phone number and name of a knowledgeable contact for troubleshooting the files.
- Mark the disk with the specific publication and issue dates that the ad will be running.

## 12. Other Information

Advertisers and advertising agencies assume liability for advertisement content (including text, illustration, representation and other copyright matter), and also assume responsibility for any claim arising therefrom against the publisher.

Publisher reserves the right to reject any advertising for any reason with due cause.

Publisher reserves the right to place the word "advertisement" on copy that, in his/her opinion closely resembles editorial matter.

Positioning of advertisement is at the discretion of the publisher except when a paid preferred position has been requested.

Publisher cannot be held liable for circumstances beyond his/her control affecting production or delivery in any manner.

Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### SEND MATERIALS TO:

We request that you supply advertising material via e-mail to: [info@lawenforcementjobs.com](mailto:info@lawenforcementjobs.com)

Or mail Zip disks for PC, CD-ROM or diskettes to:

El Puente  
c/o LawEnforcementJobs.com  
PO Box 17132  
Arlington, VA 22216  
Phone: 703-351-5565  
Fax: 703-351-7555

A printout of all digital ads MUST be sent with the ad. For digital ads, printout may be faxed to: 703-351-7555.