

# Mechanical Requirements

Tabloid  
Print Area/One Page  
5 Columns x 11.437 Inches

Column	Width in Inches
1	1.875
2	3.9063
3	5.938
4	7.9687
5	10.125

### Color Rates and Requirements

Color: Use Black and White rate plus add \$300.00 for full color.

### Material Accepted

PDF, JPEG, TIFF

### Ad Deadlines

Camera Ready: 5 p.m. on Friday of week prior to publication date.

Non-camera ready ad content: Monday of week prior to publication date.

### Insertion Orders

Insertion Orders and Purchase Orders accepted.  
Insertion Orders provided for contract rates.

## Advertising Rates

S.A.U. - All standard advertising unit sizes are accepted.

NET RATE - \$16 per column inch

Black White	Full Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page
1x	\$910	\$682	\$455	\$227	\$126
4x	\$819	\$613	\$409	\$204	\$113
8x	\$728	\$545	\$364	\$181	\$100

Classified rates:  
\$16 per column inch

Inserts: \$56/1,000

Please make all checks payable to:  
**South Coast Media Services**  
P.O. Box 1117, Pomona, CA 91769

**Pomona's Only Community Newspaper!**

## La Nueva Voz

**(909) 629-2292**

**Pomona's ONLY Community Newspaper**

A division of  
South Coast Media Services  
Providing media relations services  
since 1983

**Publisher:** Jeff Schenkel  
Tel: (909) 224-0244  
[jeffschenkel@verizon.net](mailto:jeffschenkel@verizon.net)

**Director of Advertising and Public Relations**

Renee Barbee  
Tel: (909) 762-1446  
[reneebarbee7@gmail.com](mailto:reneebarbee7@gmail.com)

Claremont	91711	600
La Verne	91750	300
Pomona	91766	3,500
Pomona	91767	3,100
Pomona	91768	3,500
<b>TOTAL CIRCULATION</b>		<b>11,000</b>

### General Information

*La Nueva Voz*, Pomona's only community newspaper, is the Inland Empire's leading bilingual Spanish and English newspaper, publishing local news with in-depth content, and dedicated to our nation's proud tradition of journalism.

*La Nueva Voz* is published monthly on the fourth Thursday of each month. Ad deadline is the Friday before publication date.

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