

ADVERTISING

Rates and Terms:

Full page	\$150.00
Half page	75.00
Inside back cover	200.00

Contract discount: 10% on 3 consecutive insertions.

Agency discount: 15%—No cash discount.

Specifications:

Full page	4 $\frac{5}{8}$ " x 6 $\frac{3}{4}$ "
Horizontal half page	4 $\frac{5}{8}$ " x 3 $\frac{1}{4}$ "
Vertical half page	2 $\frac{1}{4}$ " x 6 $\frac{3}{4}$ "

Screen Requirements: Inside pages—100 line
Inside back cover—none

Ad deadlines:	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>
Plates	November 1	April 1	August 1
Copy	October 1	March 1	July 1

Advertising
LATIN AMERICAN RESEARCH REVIEW
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