



PRINT PUBLICATION

PUBLICATION PRINT AD

Print advertising is the most traditional form of reaching your audience. Advertisers are allowed space for an ad of their choice in the print publication.

DIMENSIONS & RATES

Samples available upon request.

	WIDTH	HEIGHT
Back Cover	10.125"	12.25"
Full Page	10.125"	12.25"
Half Page - Horizontal	10.125"	6"
Half Page - Vertical	4.987"	12.25"
Quarter Page	4.987"	6"
1/6 Page	3.918"	4.332"
1/8 Page	3.918"	3.332"
Business Card	3.918"	2"



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	1x	3x	6x	12x
Back Cover (4C)	\$1,150	\$1,090	\$1,035	\$975
Full Page (4C)	\$1,035	\$980	\$930	\$880
Full Page (BW)	\$975	\$930	\$880	\$830
Half Page (4C)	\$590	\$560	\$530	\$500
Half Page (BW)	\$495	\$470	\$445	\$420
Quarter Page (4C)	\$300	\$285	\$270	\$255
Quarter Page (BW)	\$250	\$235	\$225	\$210
1/6 Page	\$175	\$165	\$160	\$150
1/8 Page	\$120	\$110	\$105	\$100
Business Card	\$50	n/a	n/a	n/a



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DIMENSIONS & RATES

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SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Pre-designed, pre-printed (black & white and color) inserts provided				
8.5" x 5.5"	\$40 per 1000	\$35 per 1000	\$30 per 1000	\$25 per 1000
8.5" x 11"	\$50 per 1000	\$45 per 1000	\$40 per 1000	\$35 per 1000
Pre-designed black & white inserts printed by La Gazzetta Italiana				
8.5" x 5.5"	\$85 per 1000	\$80 per 1000	\$75 per 1000	\$70 per 1000
8.5" x 11"	\$50 per 1000	\$45 per 1000	\$85 per 1000	\$80 per 1000

ADDITIONAL OPTIONS

- ❖ Full Color: An additional \$200 will be added per 1,000 8.5" x 5.5" inserts and an additional \$400 will be added per 1,000 8" x 11" inserts for full color printing.
- ❖ Colored Paper: An additional \$75 will be added per 1,000 inserts printed in black ink on colored paper.
- ❖ Design: An additional \$150 will be added for inserts designed by La Gazzetta Italiana

CLASSIFIED ADS

If you are interested in placing a classified ad for help wanted, service or products/real estate, you can do so in our newspaper.

Samples available upon request.

DIMENSIONS & RATES

The cost of placing a classified ad is as follows:

AD	COST
Up to 20 words	\$10
21-40 words	\$20
Picture or Logo	+\$2

ONLINE ADVERTISING OPTIONS



WEB BANNER AD

Advertiser is allowed space for an ad of their choice on La Gazzetta's website.

	SIZE	PRICE
Leaderboard	728 x 90	\$45 per 1000
Wide Skyscraper	160 x 600	\$35 for 1000
Banner	468 x 60	\$25 per 1000

SOCIAL MEDIA HIGHLIGHTS

With the growing trend of activity through social media avenues such as Facebook and Twitter, more and more companies are looking for intelligent marketing solutions that can drive consumer awareness for their brand.

Your company will be mentioned and tagged in weekly posts if you provide us with their interesting specials, community events and other promotions.

SOCIAL MEDIA FEATURED SPONSOR

You will be featured on the "Featured Sponsor" page on La Gazzetta's Facebook. This allows you to reach more than 650 new fans and possible customers who are interested in the Italian culture.

FEATURED WEBSITE SPONSOR

Your name will be featured on the "Featured Sponsor" page on La Gazzetta's website page. This allows for prime positioning when users visit La Gazzetta's page. You will be allowed to post specials, events, links to their website, and any other promotions they would like to feature. You also have the ability to let visitors comment directly on your Facebook and "like" their page right from La Gazzetta's feature page.

FEATURED LA GAZZETTA'S CHANNEL SPONSOR

Your business will be featured in a video clip on La Gazzetta's YouTube channel. This includes a 30 second feature on their company, products and services and how you are involved in the Italian-American community. It will be a great benefit to hear a "respected voice" endorse your company.

CHRISTY CREATIVE SOCIAL MEDIA

As an added benefit of partnering with La Gazzetta, we will offer one month free for social media set up and management (over an \$800 value) through our Social Media Ambassadors, Christy Creative. This will allow your business to connect with La Gazzetta's almost 650 users.