

RATE CARD

2009-2010



Official
Publication



- **130,000 circulation... and growing!**
- **Published Bi-Monthly**
- **Highest-quality content and printing to help your message *sell!***
- **Highest advertising Return-On-Investment**
- **Widest distribution, both locally and worldwide:**
 - **FREE as always in hotel rooms, *paradores*, guest houses, car rentals, government offices and to the tourism trade worldwide...**
 - **Now also by subscription and on local newsstands... for more locals year-round!**

DEADLINES

| ISSUE | DEADLINE: SPACE | DEADLINE: ART |
|-----------------|-----------------|---------------|
| Oct. – Nov. 09 | August 27 | September 3 |
| Dec. – Jan. 10 | October 28 | November 3 |
| Feb. – March 10 | December 28 | January 5 |
| Apr. – May 10 | February 25 | March 3 |
| Jun. – July 10 | April 28 | May 4 |
| Aug. – Sept. 10 | June 28 | July 2 |

COST-EFFECTIVE RATES

| DISPLAY ADS (4-C) | 3X | 6X |
|----------------------|-------|-------|
| 2-PAGE SPREAD | N/A | 5,750 |
| BACK COVER | N/A | 7,000 |
| INSIDE BACK COVER | N/A | 5,750 |
| FULL PAGE (ROP) | 4,975 | 3,975 |
| HALF PAGE | 3,100 | 2,450 |
| 1/3 PAGE | 2,335 | 1,865 |
| 1/4 PAGE (or Banner) | 1,815 | 1,450 |
| MARKETPLACE ADS | 3X | 6X |
| FULL PAGE | 3,475 | 3,100 |
| 1 BLOCK (1/8) | 550 | 450 |
| 2 BLOCKS (1/4) | 1,095 | 895 |
| 3 BLOCKS (3/8) | 1,645 | 1,345 |
| 4 BLOCKS (1/2) | 2,195 | 1,785 |

What is ¡QuéPasa!

¡Qué Pasa! has been the Official Visitors Guide of Puerto Rico since 1948 and is published bi-monthly by the Commonwealth's Puerto Rico Tourism Company.

Now better than ever!

Starting with its Fall, 2007 issues, ¡QuéPasa! will combine the best features of a tourism guide with those of a feature magazine—all the information visitors and locals need to make decisions about where to stay, where to dine, what to see, where to shop and what to do in Puerto Rico in a lively, readable format. ¡QuéPasa! is a bi-monthly; that means up-to-date information is available to visitors whenever they visit and is widely available to everyone—and in their hands before they make their travel and tourism decisions.

Current circulation is 130,000... and growing! Which translates into more than 310,000 readers looking for where to go and what to do! Copies go to travel agencies and wholesalers on the mainland and in foreign countries that regularly sell Puerto Rico... so tourists will be able to plan ahead on where to stay and what to do in Puerto Rico.

It is distributed **FREE** in the rooms of the Island's hotels, *paradores* and guest houses, plus major restaurants, car rental agencies, travel agencies, and to all municipal, Commonwealth and Federal offices. ¡QuéPasa! is produced by local professional writers and photographers under the direction of Ronald C. Flores, one of Puerto Rico's most experienced and best-known tourism editors.

CONTACT