

# 2021 PRINT RATES

Ad Unit Size	OPEN	3X	6X	12X	18X	24X
2 PAGE SPREAD Trim size 15.75 x 10.75, Live Area 0.5" inside trim, Full Page Bleed, add 0.125" all sides past trim	\$10,250	\$10,200	\$10,150	\$9,850	\$9,630	\$9,450
FULL PAGE Trim size 7.875" x 10.75" Live Area 0.5" inside trim Full Page Bleed, add 0.125" all sides past trim	\$7,595	\$7,565	\$7,535	\$7,305	\$7,150	\$6,995
1/2 PAGE HORIZONTAL 7" x 5" 1/2 PAGE VERTICAL 3.375" x 10"	\$4,565	\$4,535	\$4,520	\$4,380	\$4,290	\$4,200
1/3 PAGE HORIZONTAL 7" x 3.3125" 1/3 PAGE VERTICAL 2.125" x 10"	\$3,200	\$3,195	\$3,165	\$3,060	\$3,015	\$2,940
1/4 PAGE HORIZONTAL 7" x 2.5" 1/4 PAGE VERTICAL 3.375" x 5"	\$2,545	\$2,535	\$2,520	\$2,440	\$2,390	\$2,340
1/6 PAGE HORIZONTAL 4.5" x 2.5" 1/6 PAGE VERTICAL 2.125" x 5"	\$1,820	\$1,815	\$1,810	\$1,750	\$1,715	\$1,680

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## Advertising Terms and Conditions:

### INVOICES, CREDIT, & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US Dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

### SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not been cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

### PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

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PAGE AT [Babcox.com/brand/servicio-automotriz/](http://Babcox.com/brand/servicio-automotriz/)

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS  
→ CLOSING DATE  
→ MATERIALS DUE DATE

