



# BLACK CAR NEWS™

y LA INDUSTRIA BLACK CAR (EN ESPAÑOL)

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## Black Car News 2010 Editorial Calendar

### Ad Deadlines

December 21  
January 22  
February 19  
March 19  
April 23  
May 21  
June 18  
July 23  
August 20  
September 24  
October 22  
November 19  
December 24

### Editorial Deadlines

December 19  
January 20  
February 17  
March 17  
April 21  
May 19  
June 16  
July 21  
August 18  
September 22  
October 20  
November 17  
December 22

### Mail/Delivery Dates

January 5, 2010  
February 2  
March 2  
March 30  
May 4  
June 1  
June 29  
August 3  
August 31  
October 5  
November 2  
November 30  
January 4, 2011

*La Industria Black Car* is delivered one week after the mail/delivery dates for *Black Car News*.

## 2010 Ad Rates

(No rate increase in 2010!)

Page Size	Rates (B/W)	Rates (+1 Color)	Rates (4-Color)
Full page (9.5" x 13")	\$495	\$580	\$750
1/2 page (9.5" x 6.375")	\$260	\$345	\$515
1/4 page (4.625" x 6.375")	\$145	\$230	\$400
1/8 page (4.625" x 3.062")	\$95	\$180	NA
1/16 page (4.625" x 1.375")	\$55	NA	NA

**Advertisers receive a 10% discount off their ad rates if they sign an Advertising Insertion Order for 12 months.** They receive a 5% discount with a signed insertion order for 6 months.

*Note: The above rates are subject to change.*

**Print advertisers can now run their ads online for an additional nominal fee of:**

- \$50/two-page spread
- \$30/full page
- \$20/half page
- \$15 for all smaller sizes

Those who advertise in both *Black Car News* and *La Industria Black Car* get a 25% discount on their *La Industria Black Car* ad.