



THE COASTAL CURRENT WEEKLY

WEEKLY OPEN RATES

<u>Ad Size</u>	<u>Black & White</u>	<u>Full Color</u>
Full Page	\$344.00	\$479.00
3/4 Page	\$265.00	\$397.00
1/2 Page	\$187.00	\$258.00
3/8 Page	\$145.00	\$202.00
1/4 Page	\$102.00	\$147.00
1/8 Page	\$56.00	\$83.00
1/16 Page	\$34.00	\$51.00
Cover Banner	N/A	\$368.00
Back Page	N/A	\$643.00

SIX-MONTH CONTRACT RATES

<u>Ad Size</u>	<u>Black & White</u>	<u>Full Color</u>
Full Page	\$305.00	\$441.00
3/4 Page	\$238.00	\$341.00
1/2 Page	\$168.00	\$238.00
3/8 Page	\$132.00	\$189.00
1/4 Page	\$95.00	\$140.00
1/8 Page	\$52.00	\$76.00
1/16 Page	\$34.00	\$51.00
Cover Banner	N/A	N/A
Back Page	N/A	\$560.00

Coastal Current Distribution

Brownsville	4,500
San Benito, Los Fresnos	1,155
Harlingen, La Feria	3,130
So. Padre Island	5,410
Port Isabel	2,845
Laguna Vista, Laguna Heights	285
Weslaco, Donna, Mercedes	1,975
McAllen	2,995
McAllen	2,475
PSJA	2,450
Edinburg, Elsa	1,430
Palm View, Roma	1,000
Willacy County	375
Grand Total	30,025

