



iQué Pasa!

Puerto Rico
TRAVEL & TOURISM

The Official Magazine of the Puerto Rico Tourism Company



RATE CARD

2007-08

- 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*, guesthouses, car rental agencies, government offices and to the tourism trade worldwide...
 - **Now also by subscription and on local newsstands... for more locals year-round!**

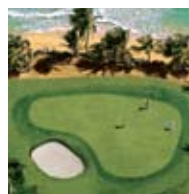
DEADLINES

ISSUE	DEADLINE: SPACE	DEADLINE: ART
Feb - Mar 08	December 10	Dec 27 - Jan 4
Apr - May 08	February 8	Feb 26 - March 4
Jun - Jul 08	April 8	April 28 - May 2
Aug - Sept 08	June 9	June 26 - Jul 3
Oct - Nov 08	Aug 11	Aug 27 - Sept 4

COST-EFFECTIVE RATES

DISPLAY ADS (4C)	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

MARKET PLACE 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 ¡Qué Pasa!

¡Qué Pasa! has been the Official Visitor's 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 2007 Fall issues, *¡Qué Pasa!* is combining 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. *¡Qué Pasa!* 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 to 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 guesthouses, plus major restaurants, car rental agencies, travel agencies, and to all municipal, commonwealth and federal offices. *¡Qué Pasa!* 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

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