

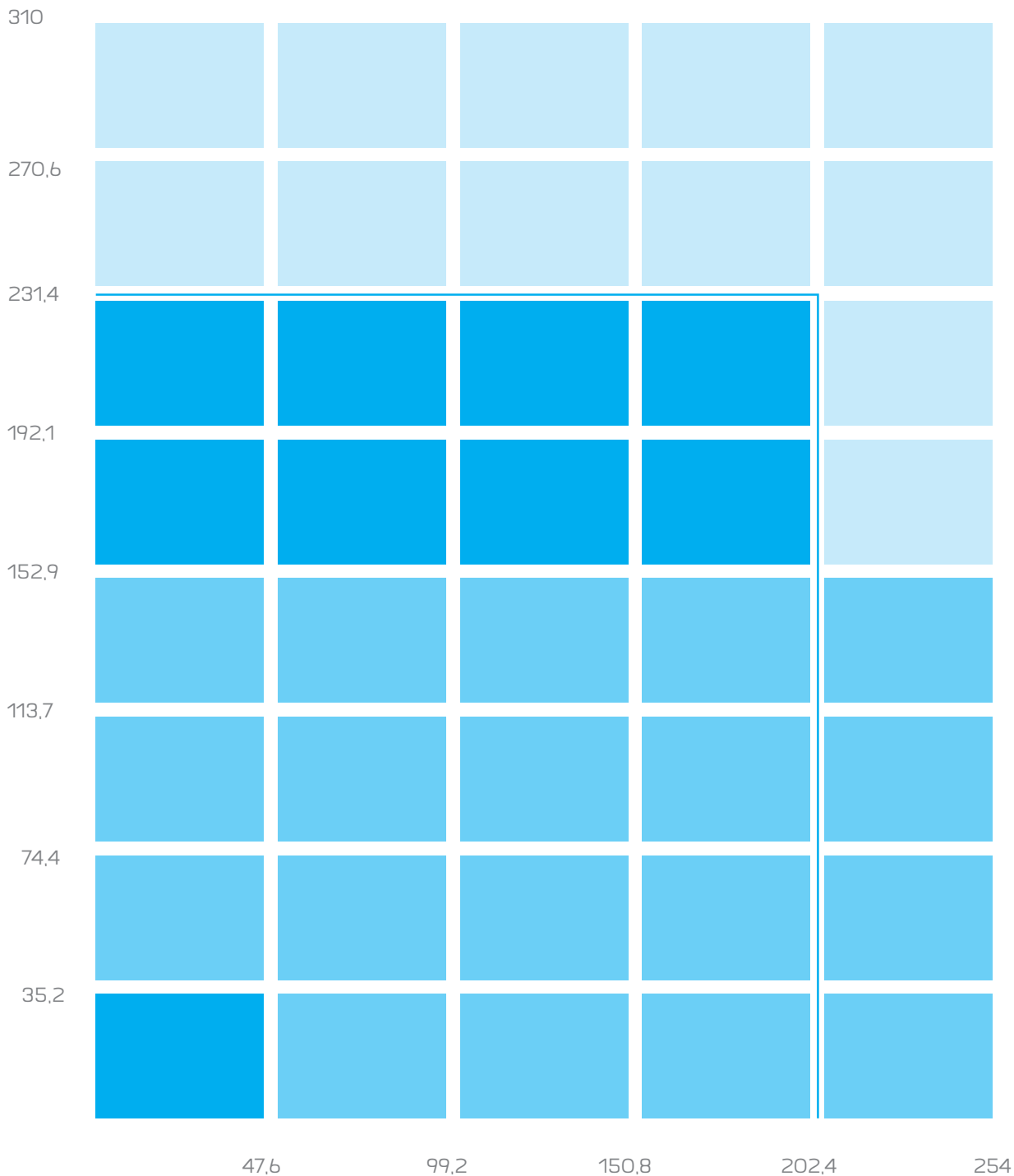
**LA RAZÓN** 25 años

# PRICES ADVERTISING

PRINT EDITION

2023 ■ ■ ■ ■





**WORKING DAYS**

**WEEKEND**

B/W (€)

Colour (€)

B/W (€)

Colour (€)

**FIXED SPACES**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Front cover (84x62 mm)	---	13.504	---	16.294
Back cover	---	45.460	---	53.624
Back cover banner (5x2)	---	16.619	---	20.300
Page 5	---	44.501	---	57.663

**COMMERCIALS**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Section (47,6 x 35,2 mm)	839	1.198	965	1.380
Foot of page (5x1)	4.194	5.990	4.827	6.897
Small banner (5x2)	8.386	11.982	9.654	13.795
Large banner (5x3)	12.580	17.972	14.480	20.693
Column (1x8)	6.710	9.584	7.723	11.037
Double column (2x8)	13.419	19.170	15.446	22.072
1/2 Page horizontal (5x4)	15.353	21.925	20.017	28.583
Junior page (4x6)	22.628	32.315	27.453	39.195
Page (5x8)	24.929	35.601	32.315	46.144
Double page (538 x 310 mm)	51.091	72.965	66.212	94.547

**GROUPED FINANCIAL ADVERTS**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
General financial section (47,6 x 35,2 mm)	270	---	270	---

**EXPROPRIATIONS**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Section (47,6 x 35,2 mm)	1.763	---	2.328	---
Page (5x8)	52.776	---	69.653	---

**SHOWS & PERFORMANCE**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Section (47,6 x 35,2 mm)	587	839	764	1.090
Foot of page (5x1)	2.935	4.193	3.820	5.451
Small banner (5x2)	5.870	8.385	7.640	10.901
Large banner (5x3)	8.804	12.578	11.463	16.352
Column (1x8)	4.696	6.708	6.112	8.720
Double column (2x8)	9.391	13.417	12.224	17.442
1/2 Page horizontal (5x4)	10.072	14.385	13.268	18.950
Junior page (4x6)	15.849	22.621	19.957	28.501
Page (5x8)	17.627	25.184	23.283	33.252
Double page (538 x 310 mm)	36.132	51.598	47.545	67.893

**OBITUARIES**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Obituary 1/2 (47,6 mm width x 74,4 mm)	266	---	317	---
Obituary 1 (99,2 mm width x 74,4 mm)	530	---	625	---
Obituary 2 (99,2 mm width x 152,9 mm)	1.215	---	1.464	---
Obituary 3 (150,8 mm width x 152,9 mm)	1.899	---	2.276	---
Obituary 4 (202,4 mm width x 152,9 mm)	4.151	---	4.963	---
Obituary 5 (150,8 mm width x 231,4 mm)	6.915	---	8.301	---
Obituary 6 (254 mm width x 152,9 mm)	13.145	---	15.772	---

**INSERTS**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Folded sheets	Consult	Consult	Consult	Consult

**SURCHARGES**

	B/W (%)	Colour (%)	B/W (%)	Colour (%)
Citation	20%	20%	20%	20%

WORKING DAYS		WEEKEND	
B/W (€)	Colour (€)	B/W (€)	Colour (€)

#### FIXED SPACES

Madrid front cover (84x62 mm)	---	9.270	---	11.162
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#### COMMERCIALS

Section (47,6 x 35,2 mm)	725	1.034	782	1.118
Foot of page (5x1)	3.625	5.171	3.913	5.590
Small banner (5x2)	7.248	10.341	7.827	11.180
Large banner (5x3)	10.873	15.513	11.739	16.771
Column (1x8)	5.799	8.274	6.261	8.944
Double column (2x8)	11.598	16.547	12.522	17.889
1/2 Page horizontal (5x4)	13.389	19.109	14.460	20.656
Junior page (4x6)	19.454	27.783	21.168	30.234
Page (5x8)	21.615	30.867	23.609	33.719
Double page (538 x 310 mm)	44.303	63.272	48.392	69.105

#### GROUPED FINANCIAL ADVERTS

General financial section (47,6 x 35,2 mm)	240	---	240	---
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#### EXPROPRIATIONS

Section (47,6 x 35,2 mm)	1.463	---	1.817	---
Page (5x8)	43.632	---	54.327	---

#### SHOWS & PERFORMANCE

Section (47,6 x 35,2 mm)	587	839	764	1.090
Foot of page (5x1)	2.935	4.193	3.820	5.451
Small banner (5x2)	5.870	8.385	7.640	10.901
Large banner (5x3)	8.804	12.578	11.460	16.352
Column (1x8)	4.696	6.708	6.112	8.720
Double column (2x8)	9.391	13.417	12.224	17.442
1/2 Page horizontal (5x4)	10.072	14.385	13.268	18.950
Junior page (4x6)	15.849	22.621	19.957	28.501
Page (5x8)	17.627	25.184	23.283	33.252
Double page (538 x 310 mm)	36.132	51.598	47.545	67.893

#### OBITUARIES

Obituary 1/2 (47,6 mm width x 74,4 mm)	243	---	289	---
Obituary 1 (99,2 mm width x 74,4 mm)	476	---	568	---
Obituary 2 (99,2 mm width x 152,9 mm)	1.099	---	1.323	---
Obituary 3 (150,8 mm width x 152,9 mm)	1.724	---	2.069	---
Obituary 4 (202,4 mm width x 152,9 mm)	3.755	---	4.510	---
Obituary 5 (150,8 mm width x 231,4 mm)	6.271	---	7.529	---
Obituary 6 (254 mm width x 152,9 mm)	11.916	---	14.310	---

#### INSERTS

Folded sheets	Consult	Consult	Consult	Consult
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#### SURCHARGES

Citation	20%	20%	20%	20%
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**WORKING DAYS**

**WEEKEND**

B/W (€)

Colour (€)

B/W (€)

Colour (€)

**COMMERCIALS**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Section (47,6 x 35,2 mm)	183	264	226	322
Foot of page (5x1)	915	1.318	1.130	1.614
Small banner (5x2)	1.829	2.636	2.260	3.228
Large banner (5x3)	2.744	3.953	3.389	4.842
Column (1x8)	1.463	2.108	1.807	2.582
Double column (2x8)	2.926	4.218	3.615	5.164
1/2 Page horizontal (5x4)	3.479	4.967	4.249	6.070
Junior page (4x6)	4.922	7.038	6.043	8.625
Page (5x8)	5.487	7.845	6.724	9.620
Double page (538 x 310 mm)	11.225	16.021	13.771	19.670

**EXPROPRIATIONS**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Section (47,6 x 35,2 mm)	385	---	466	---
Page (5x8)	11.503	---	14.103	---

**ORBITUARIES**

	B/W (€)	Colour (€)	B/W (€)	Colour (€)
Orbituary 1/2 (47,6 mm width x 74,4 mm)	180	---	224	---
Orbituary 1 (99,2 mm width x 74,4 mm)	287	---	359	---
Orbituary 2 (99,2 mm width x 152,9 mm)	654	---	806	---
Orbituary 3 (150,8 mm width x 152,9 mm)	1.004	---	1.246	---
Orbituary 4 (202,4 mm width x 152,9 mm)	1.677	---	2.098	---
Orbituary 5 (150,8 mm width x 231,4 mm)	1.964	---	2.457	---
Orbituary 6 (254 mm width x 152,9 mm)	2.797	---	3.497	---

WORKING DAYS		WEEKEND	
B/W (€)	Colour (€)	B/W (€)	Colour (€)

#### COMMERCIALS

Section (47,6 x 35,2 mm)	120	170	131	187
Foot of page (5x1)	601	852	654	932
Small banner (5x2)	1.201	1.703	1.309	1.865
Large banner (5x3)	1.802	2.555	1.964	2.797
Column (1x8)	961	1.363	1.047	1.492
Double column (2x8)	1.923	2.726	2.095	2.984
1/2 Page horizontal (5x4)	2.232	3.183	2.493	3.568
Junior page (4x6)	3.165	4.518	3.532	5.047
Page (5x8)	3.524	5.039	3.935	5.630
Double page (538 x 310 mm)	7.226	10.310	8.060	11.503

#### EXPROPRIATIONS

Section (47,6 x 35,2 mm)	251	---	277	---
Page (5x8)	7.432	---	8.293	---

#### ORBITUARIES

Orbituary 1/2 (47,6 mm width x 74,4 mm)	134	---	170	---
Orbituary 1 (99,2 mm width x 74,4 mm)	224	---	278	---
Orbituary 2 (99,2 mm width x 152,9 mm)	494	---	601	---
Orbituary 3 (150,8 mm width x 152,9 mm)	753	---	950	---
Orbituary 4 (202,4 mm width x 152,9 mm)	1.246	---	1.560	---
Orbituary 5 (150,8 mm width x 231,4 mm)	1.470	---	1.820	---
Orbituary 6 (254 mm width x 152,9 mm)	2.107	---	2.600	---

WORKING DAYS		WEEKEND	
B/W (€)	Colour (€)	B/W (€)	Colour (€)

### COMMERCIALS

Section (47,6 x 35,2 mm)	219	318	252	365
Foot of page (5x1)	1.099	1.594	1.264	1.833
Small banner (5x2)	2.200	3.190	2.529	3.668
Large banner (5x3)	3.299	4.784	3.794	5.501
Column (1x8)	1.760	2.552	2.023	2.935
Double column (2x8)	3.521	5.105	4.049	5.871
1/2 Page horizontal (5x4)	4.177	6.056	4.804	6.965
Junior page (4x6)	5.946	8.622	6.838	9.915
Page (5x8)	6.600	9.571	7.590	11.006
Double page (538 x 310 mm)	13.530	19.618	15.560	22.561

### EXPROPRIATIONS

Section (47,6 x 35,2 mm)	461	---	534	---
Page (5x8)	8.346	---	9.674	---

### ORBITUARIES

Obituary 1/2 (47,6 mm width x 74,4 mm)	134	---	170	---
Obituary 1 (99,2 mm width x 74,4 mm)	215	---	269	---
Obituary 2 (99,2 mm width x 152,9 mm)	502	---	636	---
Obituary 3 (150,8 mm width x 152,9 mm)	771	---	968	---
Obituary 4 (202,4 mm width x 152,9 mm)	1.292	---	1.614	---
Obituary 5 (150,8 mm width x 231,4 mm)	1.497	---	1.883	---
Obituary 6 (254 mm width x 152,9 mm)	2.151	---	2.690	---

WORKING DAYS		WEEKEND	
B/W (€)	Colour (€)	B/W (€)	Colour (€)

#### COMMERCIALS

Section (47,6 x 35,2 mm)	213	305	264	377
Foot of page (5x1)	1.067	1.525	1.318	1.883
Small banner (5x2)	2.134	3.048	2.636	3.765
Large banner (5x3)	3.200	4.573	3.953	5.648
Column (1x8)	1.707	2.438	2.108	3.012
Double column (2x8)	3.414	4.877	4.218	6.025
1/2 Page horizontal (5x4)	4.016	5.738	4.984	7.119
Junior page (4x6)	5.693	8.131	7.074	10.095
Page (5x8)	6.329	9.037	7.971	11.386
Double page (538 x 310 mm)	12.964	18.504	16.120	23.023

#### EXPROPRIATIONS

Section (47,6 x 35,2 mm)	448	---	555	---
Page (5x8)	13.305	---	16.514	---

#### ORBITUARIES

Orbituary 1/2 (47,6 mm width x 74,4 mm)	197	---	251	---
Orbituary 1 (99,2 mm width x 74,4 mm)	332	---	421	---
Orbituary 2 (99,2 mm width x 152,9 mm)	753	---	932	---
Orbituary 3 (150,8 mm width x 152,9 mm)	1.166	---	1.444	---
Orbituary 4 (202,4 mm width x 152,9 mm)	1.928	---	2.420	---
Orbituary 5 (150,8 mm width x 231,4 mm)	2.260	---	2.825	---
Orbituary 6 (254 mm width x 152,9 mm)	3.218	---	4.034	---



**PRICES  
ADVERTISING  
2023**  
PRINT EDITION

**A TU SALUD**

**SUNDAY**

B/W (€)

Colour (€)

**FIXED SPACES**

Back cover banner	---	19.452
Back cover	---	49.307

**COMMERCIALS**

Sector (47,6 x 35,2 mm)	965	1.380
Foot of page (5x1)	4.827	6.897
Small banner (5x2)	9.654	13.795
Large banner (5x3)	14.480	20.693
Column (1x8)	7.723	11.037
Double column (2x8)	15.446	22.072
1/2 Page horizontal (5x4)	20.017	28.583
Junior page (4x6)	27.453	39.195
Page (5x8)	32.315	46.144
Double page (538 x 310 mm)	66.212	94.547

**PRICES  
ADVERTISING  
2023**  
PRINT EDITION

**DINERO  
&  
NEGOCIOS**

Colour (€)

**FIXED SPACES**

Back cover		53.624
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**COMMERCIALS**

Sector		1.380
1/2 Page horizontal		28.584
Page		46.144
Double page		94.547

**PRICES  
ADVERTISING  
2023**  
PRINT EDITION

**LIFESTYLE**

**Colour (€)**

**ESPACIOS FIJOS**

Back cover

53.624

**COMERCIALES**

1/2 Page horizontal

28.583

Page

46.144

Double page

94.547

**PRICES  
ADVERTISING  
2023**  
PRINT EDITION

**MUVE**

**Colour (€)**

**FIXED SPACES**

Back cover

45.460

**COMMERCIALS**

1/2 Page horizontal

21.925

Page

35.601

Double page

72.965

**PRICES  
ADVERTISING  
2023**  
PRINT EDITION

**TECHNICAL  
CHARACTERISTICS**

## DELIVERY OF ORIGINALS

### FINAL ARTS

- The originals will be in perfect state to reproduce, preferably on slides, negatives or photograph paper.
- The originals must have a good balance between the colours and greys, correct exposure and perfect focus.
- The original designs should make it possible to obtain good results in the reproduction.
- The texts drawn in backgrounds or images in four colours must be in bold with a minimum body size of 30.
- The black backgrounds must be composed of 50% cyan.
- The text will be typed or handwritten in capital letters and perfectly legible.
- The logos, frames, illustrations, backgrounds, texts, etc. will be delivered in a state that is easily reproduced with sufficiently clear colour indications in PANTONE or CMYK, size and publication date.

### ORIGINALS

Sending via email, either attachments or download links.

- Platform: Mac or PC.
- Program: Illustrator, PhotoShop and Indesign.
- Contents: Documents, screen fonts and print. TIFF or JPEG Images in highest possible quality, EPS (preferably with four-colour separation) or another format accepted by the programs. In the event that the image's resolution is not high enough then the originals must be attached so they can be reproduced.
- Images may be in PDF and appropriately prepared for printing:
- PDF 1.2/1.3/1.44 – 1270 dpi or higher resolution – colour images 250 dpi or higher, BW images 180 dpi or higher, monochrome images 1200 dpi or higher > CCITT group 4< – all the embedded sources – colour management adequate for printing.

### DEADLINE DATE FOR RECEIPT OF MATERIALS

- Daily newspaper. Two business days in advance.
- A Tu Salud. Wednesday before publication – before 14

## PRINTING

#### Printing system: OFFSET

Page description:

- Size of page box: 254 x 310 mm.
- Size of double-page box: 538 x 310 mm.

#### Frame rate:

- For black and white: 90 lines per inch (40 lines/cm).
- For colour: 90 lines per inch (40 lines/cm).

#### Dot form:

- P. Elliptical in squared or circular defect.

#### Dot Consistency:

- Minimum dot density will be 3% (internal figures will not guarantee the reproduction of the dot).

#### Sequence Angles

- **Cyan:** 15° **Magenta:** 75° **Yellow:** 0° **Black:** 135°

#### Maximum surface treatment of ink:

- **C+M+Y+B = 240% - 260%**
- Maximum black mass: 85%
- CGR with solid ink density **B:1.1, C:0.9, M:0.9, Y:0.95**
- Dot profit: 26%
- ISO 12647-3 for newspaper printing.



**PRICES  
ADVERTISING  
2023**  
PRINT EDITION

**GENERAL  
CONDITIONS**

LA RAZÓN reserves the right to publish each advert for its content and/or modify the placement date due to a lack of available space for its publication.

The tariff prices will be increased through corresponding taxes.

The pricing of an advert will always correspond to the advert's nature, and with the tariffs in force at the time of publication, so that when they are ordered the price is not specified or is not written correct, the original pricing will prevail in any event, for the purpose of billing, the true pricing will conform to the tariffs in effect.

The insertions ordered with a surcharge and that, for any reason, are not published in accordance with the surcharge requirements, will be billed at the price of the rate without applying the same surcharges.

The final window for La Razón to receive originals will be two working days before the publication date, except on the Sunday edition of the paper; the date here will be the Thursday before.

Cancellations and amendments must be made through the marked time-periods for the receiving of originals and they will be written in duplicate form that must be stamped by the Advertising department. Any cancellation or rejection that does not meet these deadlines will not be accepted.

The typographical composition, preparation and valuing of the adverts' texts will be subject to the criteria of the Advertising Department bar the express indication of the client and always within the established legal framework in the Statute of Advertising and the applicable law.

The special information, features, manifestos, declarations, paid inserts etc. with or without photographs, will be headed by the word "publicidad/advertising", as well as any advert that LA RAZÓN considers to not be sufficiently defined as an advert.

LA RAZÓN will not be responsible for these changes or modifications that were not requested through writing.



**MADRID**

Juan Ignacio  
Luca de Tena, 17  
(28027 Madrid)  
91 324 70 00



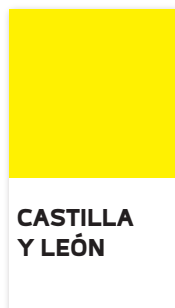
**CATALUÑA**

Avda. Diagonal,  
662-664. 5ª planta  
(08034 Barcelona)  
93 240 59 60



**COMUNIDAD  
VALENCIANA**

C/ Colón, 22.  
7ª planta alta  
(46004 Valencia)  
96 352 49 77



**CASTILLA  
Y LEÓN**

Centro de negocios  
CENTERESPAÑA.  
Plaza de España, 6.  
1ª planta  
Despacho 08 y 18  
(47001 Valladolid)  
983 36 28 09



**ANDALUCÍA**

C/Gonzalo Bilbao,  
23-25. 2ª planta  
(41003 Sevilla)  
954 36 77 00