

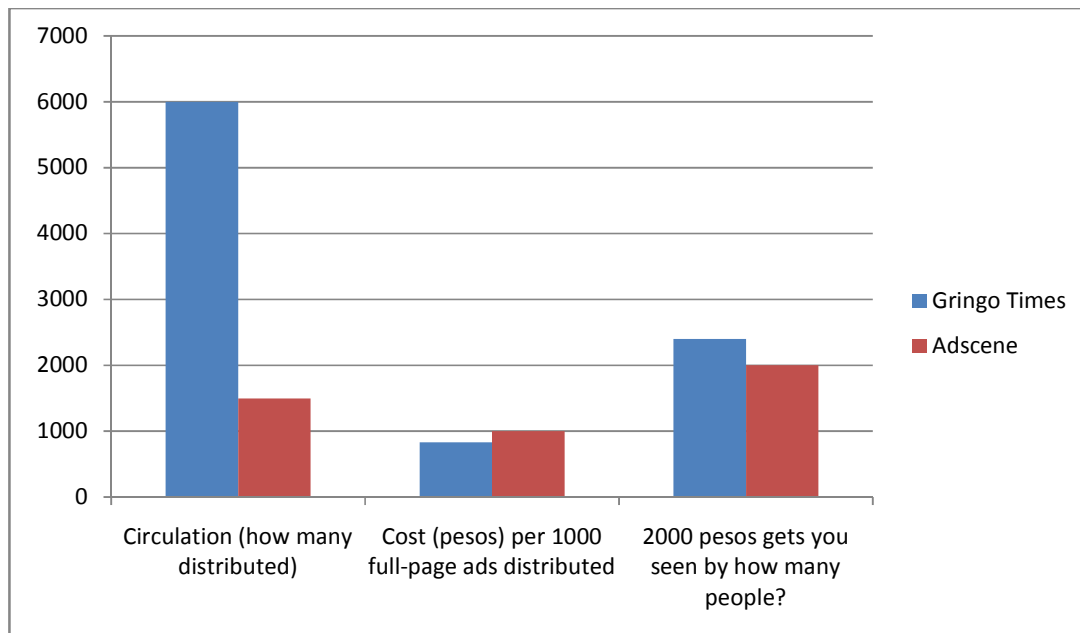
Advertising Comparisons

Gringo Times

- Circulation – 6000 copies (monthly)
- Full page cost - 5000 pesos each issue
- Cost per page distributed = 0.83 pesos (less than a peso)
- **For each 2000 pesos you spend, your ad will be seen by 2400 people**
(based on price of full page ad)
- **Widely Available all over the North Coast, Supermarkets, Shops, Businesses, Hotels**
- **Most English speaking expats eagerly anticipate the next issue.**

The Adscene – The Only English Print Newspaper in the Area

- Circulation – 1500 copies (weekly)
- Full page cost - 1500 pesos each issue
- Cost per page distributed = 1 peso
- **For each 2000 pesos you spend, your ad will be seen by 2000 people**
(based on price of full page ad)
- **Easily Obtainable from most Supermarkets along the North Coast**
- **Feedback suggest that most expats value the Adscene as a much needed resource**



*The Gringo Times & Adscene are the most cost-effective way to reach your clients.
All figures confirmed as of April 2008*

Note: For every copy distributed, very often more than one person will read it. So the actual number of people who see your ad can be much higher.

Fact: The Gringo Times is actually slightly cheaper per copy to advertise than the Adscene based on the much higher circulation.