



Cobertura:

LOJA: (Loja – Calvas – Catamayo – Celica – Chaguarpamba – Espíndola – Gonzanamá – Macará – Olmedo – Paltas – Pindal – Puyango – Quilanga – Saraguro – Sozoranga – Zapotillo)

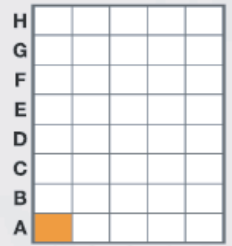
ZAMORA: (Yantzaza – Zumba)

	LUNES A VIERNES		SÁBADO Y DOMINGO	
	B/N	F/C	B/N	F/C
Preferenciales				
Contraportada full color		107,00		129,00
Centrales	38,00	76,00	45,00	90,00
Portada principal full color (A1-A5-B1-B5) (vea el *)		165,00		199,00
Publicidad Comercial				
Indeterminada	20,00	40,00	22,00	44,00
Determinada	22,00	44,00	26,00	52,00
Tercera y quinta	32,00	64,00	38,00	76,00
Publicidad No Comercial				
Indeterminada	23,00	46,00	27,00	55,00
Determinada	30,00	60,00	36,00	72,00
Tercera y quinta	45,00	90,00	54,00	108,00
Intereses Generales				
Indeterminada	31,00	62,00	37,00	74,00
Determinada	38,00	76,00	45,00	90,00
Especiales				
Suplementos full color		28,00		33,00
Publicidad alto impacto full color (8 a 16 módulos)		65,00		78,00
Publicidad alto impacto full color P3 - P5 (8 a 16 módulos)		70,00		84,00
Insertos				
Hasta 4 páginas 0,13	Hasta 8 páginas 0,15	Hasta 12 páginas 0,25	Más páginas 0,35	

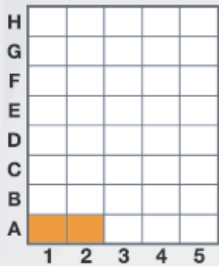
No se puede comercializar G1, G2, G3, G4 ni G5
 Dos páginas centrales unidas: aplica tarifa de 80 módulos.
 Las publicidades se ubicarán de acuerdo a requerimiento de cliente.
 Los valores indicados no incluyen IVA.
 Los insertos deben ser entregados en las oficinas de Crónica Loja,
 calle Miguel Riofrío 162-35 entre Olmedo y Juan José Peña

Módulos

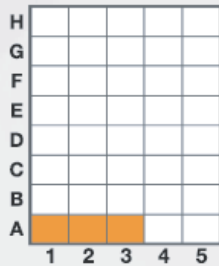
Medidas: ancho x alto



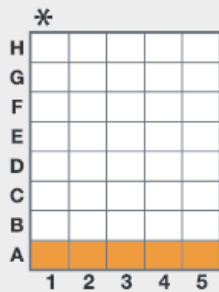
A1 | 1 módulo
4,20cm x 3,50cm



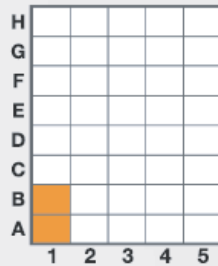
A2 | 2 módulos
8,90cm x 3,50cm



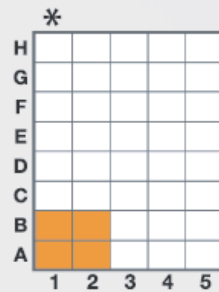
A3 | 3 módulos
13,60cm x 3,50cm



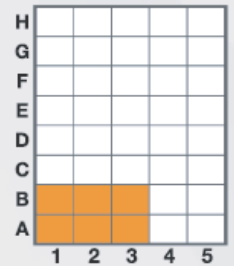
A5 | 5 módulos
23cm x 3,50cm



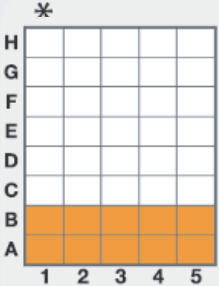
B1 | 2 módulos
4,20cm x 7,50cm



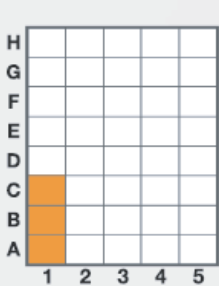
B2 | 4 módulos
8,90cm x 7,50cm



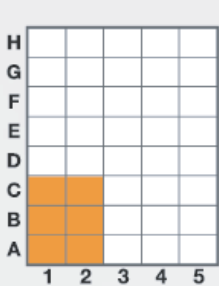
B3 | 6 módulos
13,60cm x 7,50cm



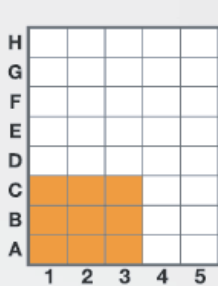
B5 | 10 módulos
23cm x 7,50cm



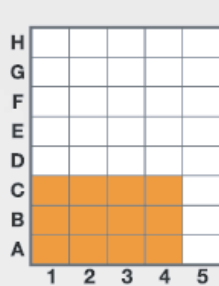
C1 | 3 módulos
4,20cm x 11,50cm



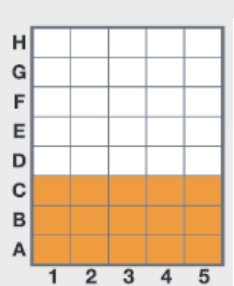
C2 | 6 módulos
8,90cm x 11,50cm



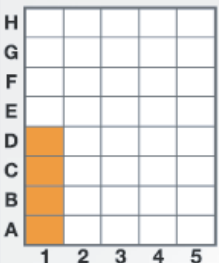
C3 | 9 módulos
13,60cm x 11,50cm



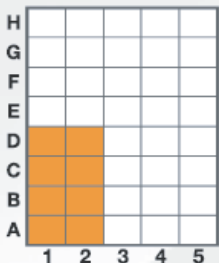
C4 | 12 módulos
18,30cm x 11,50cm



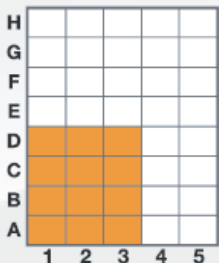
C5 | 15 módulos
23cm x 11,50cm



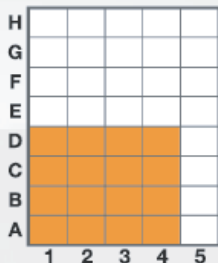
D1 | 4 módulos
4,20cm x 15,50cm



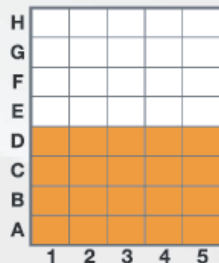
D2 | 8 módulos
8,90cm x 15,50cm



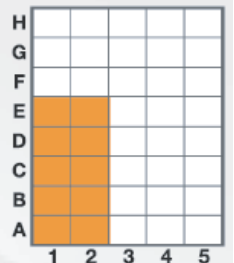
D3 | 12 módulos
13,60cm x 15,50cm



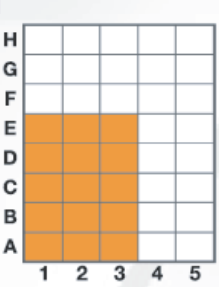
D4 | 16 módulos
18,30cm x 15,50cm



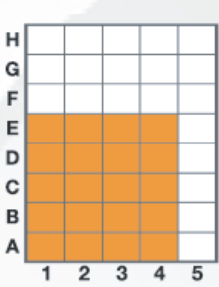
D5 | 20 módulos
23cm x 15,50cm



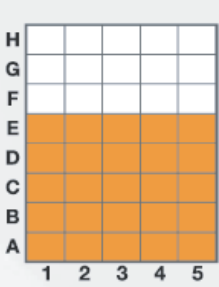
E2 | 10 módulos
8,90cm x 19,50cm



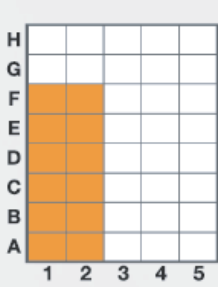
E3 | 15 módulos
13,60cm x 19,50cm



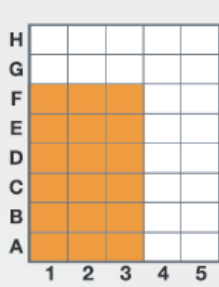
E4 | 20 módulos
18,30cm x 19,50cm



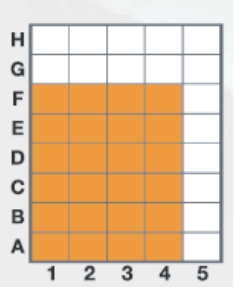
E5 | 25 módulos
23cm x 19,50cm



F2 | 12 módulos
8,90cm x 23,50cm



F3 | 18 módulos
13,60cm x 23,50cm



F4 | 24 módulos
18,30cm x 23,50cm



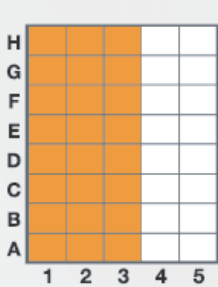
F5 | 30 módulos
23cm x 23,50cm



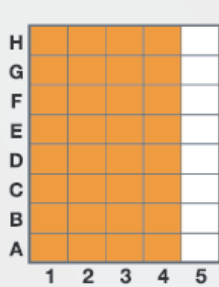
H1 | 8 módulos
4,20cm x 31,50cm



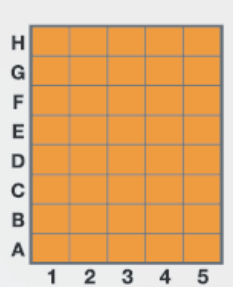
H2 | 16 módulos
8,90cm x 31,50cm



H3 | 24 módulos
13,60cm x 31,50cm



H4 | 32 módulos
18,30cm x 31,50cm



H5 | 40 módulos
23cm x 31,50cm