

## How to Create a Listing or Ad

If you are interested in placing a front page ad, or a property or business listing in the Chisme, you've come to the right place. Our courteous sales staff will be happy to help in any way. Please feel free to contact us for more information. See 'Contact Us' below. Front Page Ads:

Our front page ads run for 6 or 12 months. They come in two sizes:

- standard style: 154x235\* ad costs Q1275 for 6 mo. or Q2300 for 12 mo.
- oversized style: 154x270\* ad costs Q1500 for 6 mo. or Q2700 for 12 mo.

There is a one-time setup fee of Q200. This includes the first graphics ad image if you cannot or do not want to create your own.

Although not officially included in the price, often we will run a front page story with several photographs, if you advertise with us. It is a great way to spotlight your services and make your presence known to the Rio Dulce community. \*Any ads supplied to us will be resized to fit, if needed. Â Listings for Boats:

If you would like to list your yacht on a non-commissioned 'For Sale by Owner' basis, you can take out an ad (full page). See details below.

Listings for Property, Businesses or 'For Sale by Owner' Yachts:

For smaller items, such as dinghies, lanchas, cars, etc. - ONLY items under \$5,000:

- Join our Forum and post your listing in the 'Want Ads' classified section. This is free for all forum members and is a great place to sell items when you clean out your bilge! Again, this is NOT offered to boats, property, etc. selling for \$5,000 or more.Â
- Swap Meets are held twice a month at local marinas, and are also an excellent resource for small items. The normal schedule is as follows: the first Sunday of each month -Â Mar Marine and the third Sunday of each month - Bruno's Marina. Both locations reserve the right to cancel in the event of holiday conflicts or other unforeseen events. Starts about 8:30 a.m.
- Listen to the Cruiser's Net on VHF Channel 69 Monday-Saturday at 7:30 a.m. They have an "Items Wanted or for Sale, Trade, or Giveaway" section.

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To list properties, businesses or yachts in this Rio Dulce Chisme Vindicator on-line magazine, on a non-commissioned basis, you have several options:

- For excellent exposure, take out a front page ad, as described above. Notice our current ads on both sides of the page.
- Purchase our 'For Sale by Owner' advertising, which consists of a 'teaser' in the list of yachts or properties, which is linked to a full page of descriptive information that you supply to us, along with up to 10 photographs. Non-commissioned, 'For Sale by Owner' listings are the same price as the front page ads: Q1275 for a 6-month listing, with a one-time Q200 setup fee.
- Cover all bases, and take out an ad AND a 'For Sale by Owner' listing!

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 Â Contact Us:

For front page ads and non-commissioned 'For Sale by Owner' advertising, please contact:

Editor:Â Â Jody Aston -Â email: jody.riodulcechisme@gmail.com

Phone number: 5042-2260Â (Note: reception is poor where Jody lives and calls do not always transmit. It is more efficient to email, if possible.)

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