

# HERALDO DE CUBA

THE CUBAN DAILY PAPER WITH THE LARGEST CIRCULATION

Edited by "HERALDO DE CUBA" S. A.



PRESIDENT

Carlos Miguel de Céspedes.

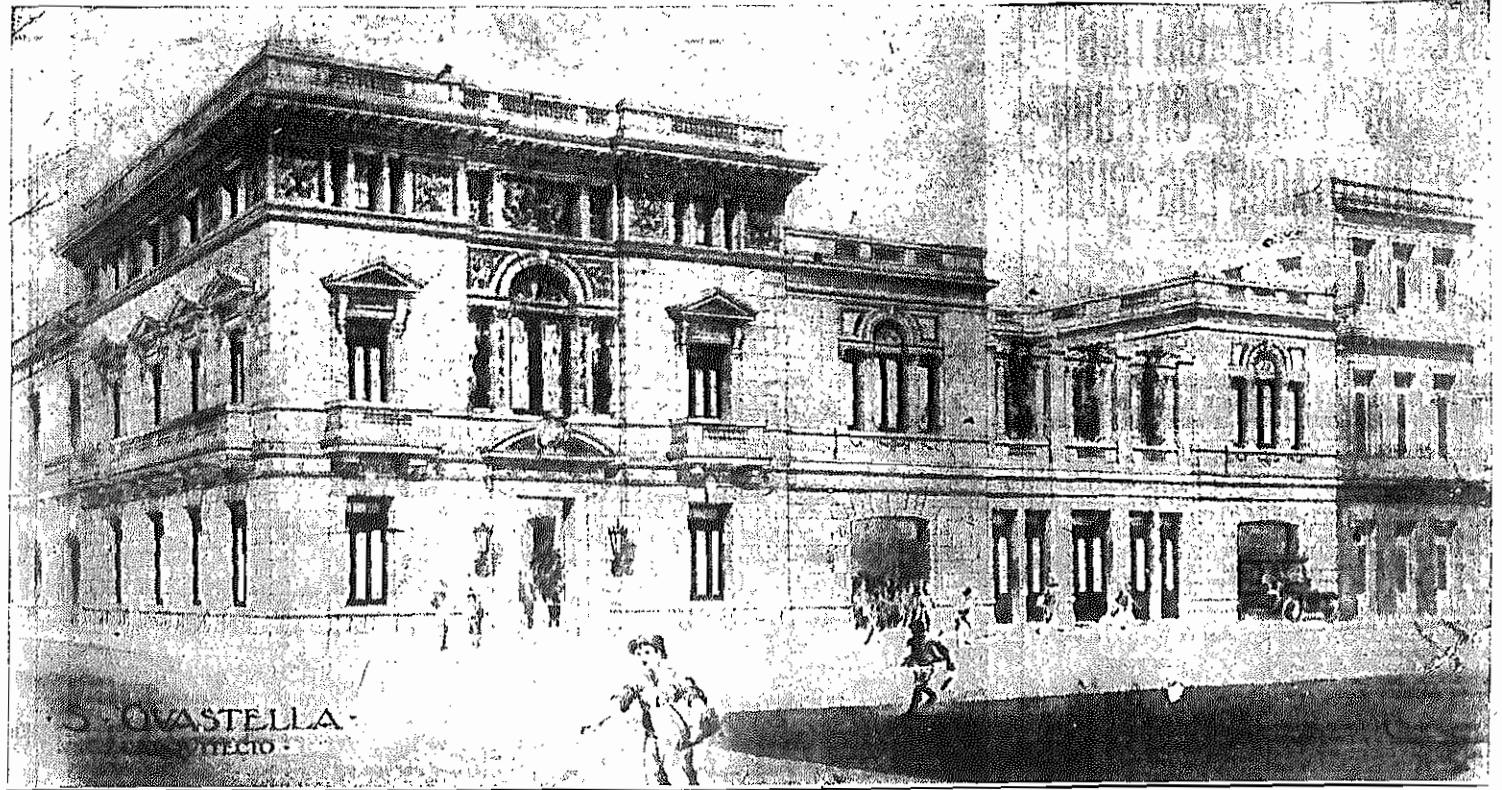
MANAGING EDITOR

Antonio G. Mora

Circulation: 50,000 copies daily.

Cables New Pages by direct wires and radio station. Correspondents in every city of the World.

Features by the foremost American and European Writers.



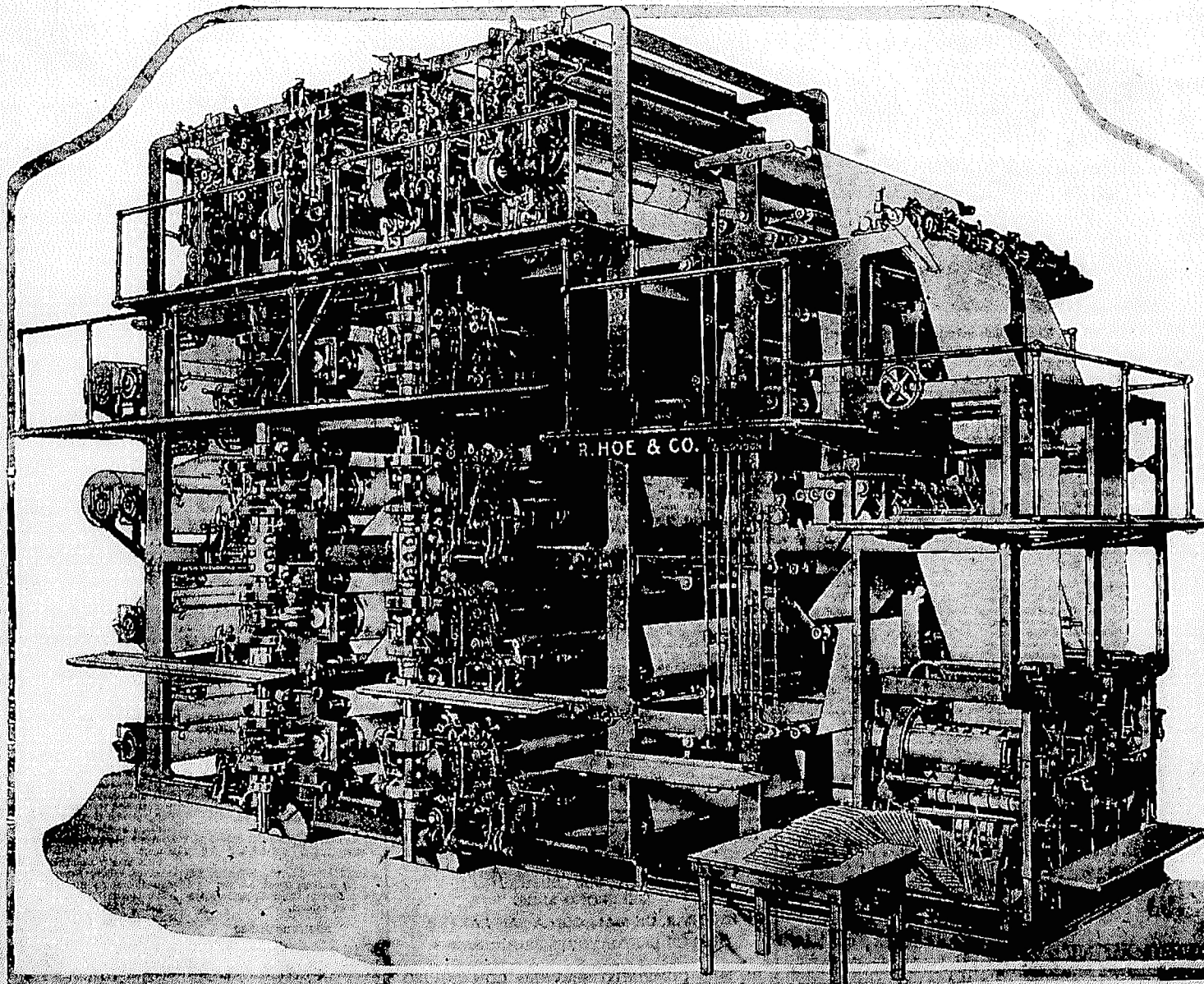
HERALDO DE CUBA owns its residence in the very heart of Havana. The building is the largest and most beautiful among the Cuban newspapers. Its printing plant is provided with two rotative presses built by H. C.

Hoe and Co., New York, with capacity for 120,000 copies per hour. The new enterprise, directed by Carlos Miguel de Céspedes as President, and Antonio G. Mora as Managing Editor, that has acquired HERALDO DE

CUBA, is ready to put the paper at the head of the best similar organization of the world. The name of Carlos Miguel de Céspedes is a guarantee in any enterprise, and the long experience in newspaper business of Antonio G. Mora will ensure the success of HERALDO DE CUBA.

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### ADVERTISING RATES

1.—General Advertising.	
a. Flat Rate per inch . . . . .	\$1.20
Fixed page . . . . .	\$1.30 inch
" place . . . . .	\$1.50 "
" page and place . . . . .	1.80 "
Last page . . . . .	\$2.50 "

Reading notices  
(In body type 8 point).

First page at bottom of page . . . . .	\$25.00 inch
Third or last page . . . . .	10.00 "
Any other page . . . . .	2.00 "

— Full pages

No fixed page and date . . . . .	\$ 200.00
No fixed page but date . . . . .	\$ 250.00

Feature ads.

In red ink, on last page only . . . . .	\$ 5.00 inch
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Ads for first and third pages will be only accepted as reading notices. No advertising accepted for less than one inch.

Ads in Sunday's Feature Magazine or Magic Book, special rates.

b. No extra charge for bold face heads.

Reading Notices. "Advt. Affixed".

3.—Commission.

- a. Agency commission, 20.1/00.
- v. No extra charge for translation into Spanish.

4.—Mechanical Requirements

- a. Width of column, 12 1/2 centipica (2.18 inches).
- b. Depth of column, 2 1/2 inches.
- c. Eight columns to page.
- d. Full page type spaces 17.18 inches by 22.16 inches.
- e. Can use matrices.

5.—Circulation.

- a. 47,000 GUARANTEED.
- b. Independent daily.
- c. Circulation throughout the Republic of Cuba, Porto Rico, Santo Domingo, Spain, France, Great Britain and Germany.
- d. Subscriptions \$12.00 yearly.
- Single copies 5 cts.

6.—Historical.

- a. Cuba is the third consumer of American goods, exceeded only by Great Britain & France.
- b. There are 200 Sugar mills in the Island, several big breweries, World's biggest and finest tobacco factories, distilleries, Iron works, etc., etc.
- c. American goods have a 20.00 allowance in the Custom Tariff, as per Reciprocity Treaty in force.