



PORTUGUESE DAILY NEWSPAPER

published by **STATUS**
MARKETING, INC.

2017

MEDIA KIT



24horas - Portuguese Daily Newspaper is the leading Portuguese language publication in the United States.

who we are

Since 1999, **24horas** has been serving the vibrant Portuguese and Brazilian communities of New Jersey / New York metro area with the news and stories that impact their world.

24horas reaches this valuable ethnic market earlier and sells more copies per week than any other Portuguese language publication in the United States.

Today, we are a growing part of these readers and thousands of others' online experience too at www.24horasnewspaper.com.

Bottom line: we offer our clients with a cost effective, targeted, and trusted advertising solution.

We look forward to building a successful, long-lasting partnership!



- print schedule:** Daily, Monday - Saturday
- price / copy:** US \$ 1,00
- circulation:** 12,000 - 14,000
- readership:** 60,000 (est.)
- membership:** New Jersey Press Association

daily sections

- | | | |
|---------------|---------------|-------------|
| Communities | Portugal | Puzzles |
| Immigration | Sports | Opinion |
| United States | World | Specials |
| Brazil | Entertainment | Classifieds |

special annual editions

- | | |
|---------------------------|-------------------------------------|
| Portugal Day - early June | Holiday / Christmas - late December |
|---------------------------|-------------------------------------|

partners

Correio da Manhã

The best-selling, fastest-growing newspaper in Portugal, with approximately 120,000 copies sold daily.
www.cmjornal.xl.pt

Record

The leading, fastest-growing sports newspaper in Portugal, with approximately 70,000 copies sold daily.
www.record.pt



more than news

respect

honesty

commitment

independence

passion

solidarity

consistency

creativity

We engage all our constituencies:
Readers, Advertisers, and our Community.

We invite partners to join us in advancing these values through community-building initiatives.

reader contests

- TotoJogo24 (2005-11)
- Trivia24 (2007)
- Craques dos 3 Grandes (2006)
- Selecção24 (2005)
- Livros dos 3 Grandes (2003)
- Os Mais Populares (2000)



community initiatives

“Educação24”

(Nov. 2006 - Sept. 2007)

Goal: Increase the teaching and literary resources of Portuguese language schools and libraries in the U.S.

Results: Collection and distribution of 5,000 new books, to over 20 schools and libraries in the Tri-State area. It was the largest ever education initiative of its kind.



“Pequenos no 24”

(Dec. 2005, 2006)

Goal: Promote holiday spirit and appreciation for the Portuguese language by engaging local students.

Results: Thousands of holiday-themed submissions (letters, drawings, poems) from local students, and the publication of dozens of entries in our Holiday edition.



“Jovens Poetas”

(April 2005)

Goal: Promote written fluency among the next generation of Portuguese speakers, and spotlight youth in a public forum.

Results: Hundreds of poetry submissions by local students, with award plaques presented to the 10 winners.



“This exemplary newspaper continues to stand as a sensible, intelligent and motivational voice...”

Mayor Cory Booker - Newark, NJ



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distribution range



why newspapers?

73% of adults list newspapers as their **primary source** of local shopping information.

Newspapers are **5x** more likely to **influence a purchase** than the internet and **8x** more than direct mail.

2 out of 3 people surveyed report that newspapers have the **most believable ads**.

Source: 2006 NJ Statewide Market Study, Belden Associates.

why ethnic media?

Ethnic language readers respond up to **5x more effectively** to ads in their own language.

Source: 2007 PRC Publication Research Corp.

Nearly every ethnic group **first** turns to ethnic outlets when looking for news from their community or native country.

29 million Americans **prefer** ethnic media above all other news outlets.

Source: 2005 NCM Poll, The Ethnic Media in America

shared readership

24horas is popularly shared among family and friends in cafes, workplaces, and restaurants - translating into multiple readings and added value for advertisers.

why 24horas?

We have the **fastest, best-selling** news delivery among our media competitors.

We do not give away copies; we can better **track readership** than free publications.

Our readers view our content from beginning to end (**not just the classifieds**).

Our **ad support team** can promptly design, edit, and/or translate your ad.

All print ads are viewed online absolutely **free of charge**.

We offer competitive frequency and client **loyalty discounts**.

Our policy of **"non-packed" ad placements**, alongside news items.

points of sale

Newsstands, Bakeries, Cafés, Restaurants, Grocery shops, Meat markets, Supermarkets, Fish markets, Gas Stations, Clubs, Liquor stores and more...

subscriptions

We currently distribute subscriptions by USPS twice per week in the continental United States.

All inquiries:

Tel. (973) 817.7400 Email: subscribe@24horasnewspaper.com

"If I have not read my 24 in the morning, my day hasn't really started yet."

José Pinto - Mineola, NY

24horas
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Cover Top - Left

2" x 2"

26x	78x	156x	312x
\$70	\$63	\$56	\$42

Flyer Insertions

\$70 per thousand (min. 5K)



Cover Top - Right

3" x 2"

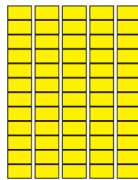
26x	78x	156x	312x
\$184	\$166	\$147	\$110



Bottom Cover Page

9.75" x 2"

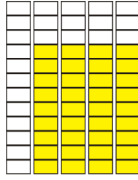
1x	6x	12x	26x	52x
\$620	\$599	\$578	\$536	\$452



Full Page

10" x 13"

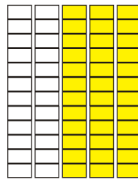
1x	3x	6x	12x	24x	
\$420	\$400	\$380	\$340	\$260	B&W
\$570	\$550	\$530	\$490	\$410	Color



Junior Page

7.50" x 9.50"

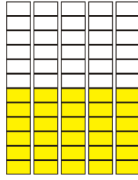
1x	3x	6x	12x	24x	
\$250	\$240	\$230	\$200	\$160	B&W
\$350	\$340	\$330	\$300	\$260	Color



1/2 Page (3 col.)

5.75" x 12.75"

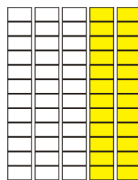
1x	3x	6x	12x	24x	
\$250	\$240	\$230	\$200	\$160	B&W
\$350	\$340	\$330	\$300	\$260	Color



1/2 Page (Horizontal)

9.75" x 6.25"

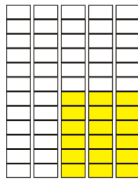
1x	3x	6x	12x	24x	
\$210	\$200	\$190	\$170	\$130	B&W
\$310	\$300	\$290	\$270	\$230	Color



1/2 Page (2 col.)

3.75" x 12.75"

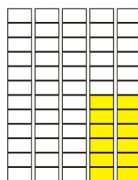
1x	3x	6x	12x	24x	
\$170	\$160	\$150	\$130	\$100	B&W
\$270	\$260	\$250	\$230	\$200	Color



1/4 Page (3 col.)

5.75" x 6.25"

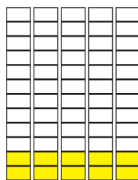
1x	3x	6x	12x	24x	
\$140	\$130	\$120	\$100	\$80	B&W
\$210	\$200	\$190	\$170	\$150	Color



1/4 Page (2 col.)

3.75" x 6.25"

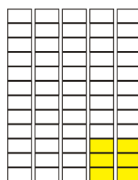
1x	3x	6x	12x	24x	
\$95	\$90	\$85	\$75	\$50	B&W
\$165	\$160	\$155	\$145	\$120	Color



Bottom Page

9.75" x 2"

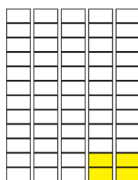
1x	3x	6x	12x	24x	
\$90	\$85	\$80	\$70	\$50	B&W
\$140	\$135	\$130	\$120	\$100	Color



1/8 Page

3.75" x 4.75"

1x	3x	6x	12x	24x	
\$70	\$65	\$60	\$50	\$35	B&W
\$110	\$105	\$100	\$90	\$75	Color



Business Card

3.50" x 2"

1x	3x	6x	12x	24x	
\$35	\$30	\$25	\$20	\$10	B&W
\$50	\$45	\$40	\$35	\$25	Color

Deadlines: All ad proofs must be confirmed 2 business days prior to publication.

Translations (25 cents per word): Must be submitted 3 business days prior to publication.

Accepted Formats (min. 200 dpi): PDF (preferred), JPG, PSD, TIFF

Special Positioning: Subject to 25% surcharge and editorial approval.

Payment: 25% min. down payment due upon signing. First time, past due clients, and political entities require payment in advance - all other NET 15 terms. Past due accounts subject to fees.

All Inquires: Tel: (973) 817-7400 Email: advertising@24horasnewspaper.com



specs and rates

as low as

\$8 per day...

\$40 per week!

* up to 20 words

(25 cents for each additional word)

1,2" x 1" \$9	2,4" x 1" \$15
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1,2" x 2" \$15	2,4" x 2" \$24
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Actual sizes

*Rates per insertion

SPECIAL OFFER

**Place 5 consecutive days and receive
an additional day FREE!**

Customize your ad!

**Add bold, outline or reverse color:
only \$2**

2,4" x 3" \$30	3,6" x 3" \$45
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custom sizes

\$9 per column inch (subject to availability)

sections

AUTOS

- For Sale

REAL ESTATE

- For Sale
- For Rent
- Commercial

JOBS

- Help Wanted
- For Hire

PERSONALS

MISCELLANEOUS

artwork:

We can translate, design and publish your ad in Portuguese, English and Spanish.

deadline:

Confirm ad copy by 4pm (Monday - Friday) on day prior to publication.

terms:

All classified rates are NET.

payment:

Cash or credit card payment in advance only.

contacts:

Tel: (973) 817-7400 Fax: (973) 817-8383

Email: classifieds@24horasnewspaper.com

"They have the most targeted, effective classifieds in the area. Quality over quantity with them."

Raquel Gonçalves - Union, NJ

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