

# News EL HISPANO

SERVING HISPANICS SINCE 1986



## MEDIA KIT 2016

DALLAS-FORT WORTH  
[www.elhispanonews.com](http://www.elhispanonews.com)

2102 Empire Central  
Dallas, TX 75235  
Ph. 214-357-2186  
Fax 214-357-2195

Certified Audit  
**CAC**  
of Circulations

# Company Information

## ■ Overview

El Hispano News was founded in 1986 and is considered one of Dallas-Fort Worth’s renowned newspapers published in Spanish. It was originally designed as a twelve page tabloid publication with a circulation of 5,000 copies. In October 1987, its format changed to broadsheet, increasing its circulation to 15,000. Currently, 20,000 copies are printed and audited by C.A.C. (Certified Audit of Circulations).

By August 1993, El Hispano News launched its HTMC (Hispanic Total Market Coverage) program with special editions of 75,000 copies distributed door to door, according to census track information. The HTMC covers effectively 90% of the DFW ADI Hispanic Market.

Currently, the HTMC program takes place during the most important holidays to the Hispanic community.

## ■ Philosophy

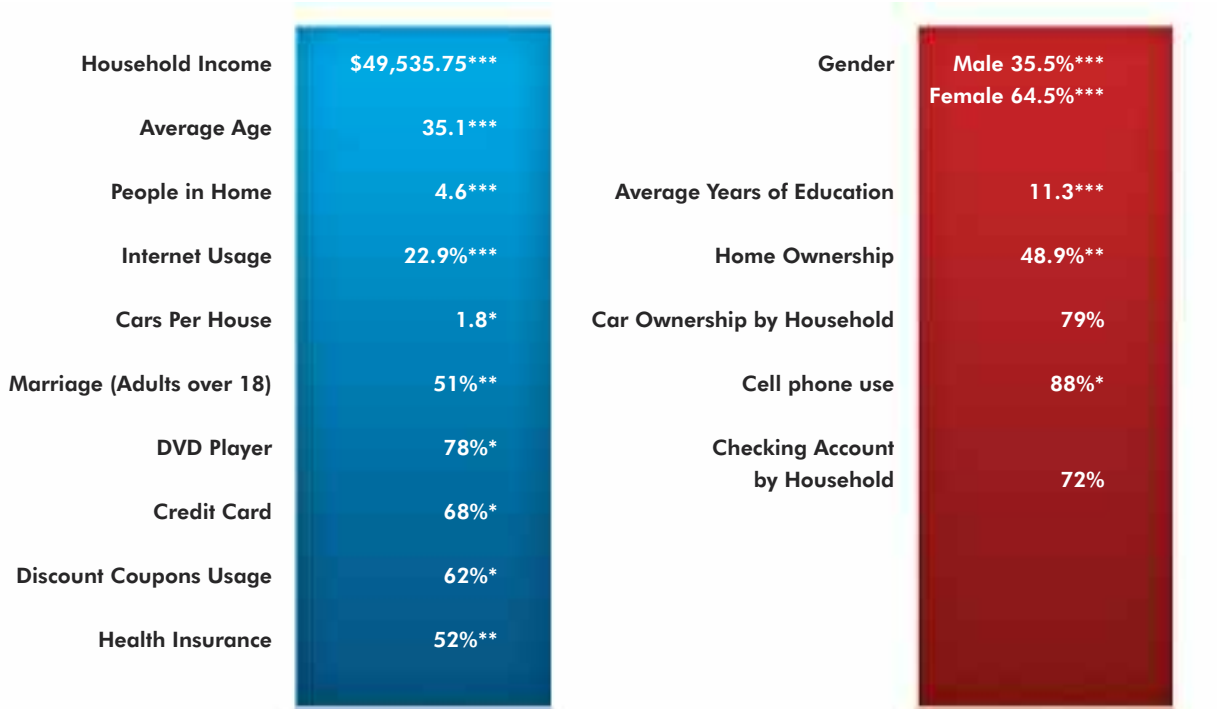
The difference between El Hispano News and its competitors is our philosophy. El Hispano News has gained its reputation from its approach to local and national Hispanic issues with professional and accurate reporting. To be a weekly newspaper means more than delivering the news. Concerns of the Hispanic community such as immigration, racial profiling, education, health and others are taken seriously by our editorial staff.

We understand the need of reaching the target market effectively and at a reasonable cost. We fulfill this goal with a controlled distribution and with a product that attracts readership. Every independent marketing study about Hispanics in Dallas-Fort Worth conclude that El Hispano News is the most widely read newspaper in the DFW Metropolitan area.

## ■ Readership

During the last five years, El Hispano News gained more female readers. In the year 2000, 36% of the readers were females. However, in our last readership study (2010), the percentage changed to 64.5%.

We attribute this trend to a considerable increase of features and stories aimed to the female population. Entertainment, Health and Education were the two most preferred sections for females readers.



### ■ SOURCE

- \* 2010 U.S Census Bureau
- \*\* 2009 Hispanic Pew Institute
- \*\*\* 2011 PSA Survey Data

# Special Edition Calendar

2016

■ These editions are printed due to our audience's increased demand for special subjects such as educational issues. This editions are published as separate supplements and have a longer lifespan.

## FEBRUARY

- Medical Guide
- Parents Step Ahead
- Valentines Day



## AUGUST

- Back to School



## MARCH

- Family Month
- Womens Month

## SEPTEMBER

- Celebrating Mexican Independence Day
- Parents Step Ahead
- Hispanic Heritage Month



## OCTOBER

- Hispanic Heritage
- Parents Step Ahead



## APRIL

- Easter Special Edition
- Parents Step Ahead

## NOVEMBER

- Thanksgiving



## MAY

- Heritage and Culture
- Parents Step Ahead

## DECEMBER

- Celebrating Christmas
- Parents Step Ahead



SERVING THE HISPANIC COMMUNITY OF DALLAS AND FORT WORTH AREA SINCE 1986

## Rate Card

Open Rate Base: \$26.00 column/inch  
 Regular Edition (20,000 Copies)  
 (Distributed weekly on Thursdays only)

Frequency Discount	4	8 3%	12 5%
16"	\$416.00	\$403.52	\$395.20
21"	\$546.00	\$529.62	\$518.70
45"	\$1170.00	\$1134.90	\$1111.50
60"	\$1560.00	\$1513.20	\$1482.00
90"	\$2340.00	\$2269.80	\$1949.40

Full page	\$3,276.00	6 Cols. x 21 in. (10.5 in. x 21 in.)
Half page	\$1,638.00	6 Cols. x 10.5 in. (10.5 in. x 10.5 in.)
1/4 page	\$819.00	3 Cols. x 10.5 in. (5.16 in. x 10.5 in.)
1/8 page	\$409.50	3 Cols. x 5.25 in. (5.16 in. x 5.25 in.)



### ■ Commission

15% to recognized advertising agencies supplying film or Camera Ready Art and accepting credit and payment responsibilities. Provided charges are paid within 30 days from date of invoice.

### Color Charges

1 Color + Black	\$120.00 Net
2 Colors + Black	\$240.00 Net
3 Colors + Black	\$380.00 Net

**Gross Price Black & White (SAU) per column inch \$26.00**

**Free Standing Insertions (FSI) Net Rate per 1,000**

2 Pages \$62.00	12 Pages \$83.43	24 Pages \$104.63
4 Pages \$66.29	16 Pages \$86.29	32 Pages \$109.14
8 Pages \$80.57	20 Pages \$94.86	36 Pages \$113.43

*Inserts should be received one week prior to distribution date.  
 Receiving Hours: Monday to Friday 7:00 am to 4:00 pm.  
 FSI must be reserved two weeks prior to issue date.  
 Full Run Only.*

# Ad Specs

## ■ File Format Specs

- Composite PDF (Postscript): Files must be created carefully to ensure that they are properly optimized for hi-res resolution output. Fonts need to be either outlined or properly embedded.
- File must be process in CMYK mode, no fifth color will be accepted.
- Trapping must be include in the file if is needed.
- Standard trim; include bleed and center marks (cropping mark), no marks in the "live" or bleed" image area.

## ■ Printing Specification

Web offset on 30 pound newsprint 50 lbs white stock

- 1 Column = 1.611"      1/2 Page = 10.5" x 10.5"
- 2 Column = 3.389"      Full Page = 10.5" x 21"
- 3 Column = 5.167"
- 4 Column = 6.994"
- 5 Column = 8.722"
- 6 Column = 10.5"

## ■ Unit Dimensions

Minimum depth in inches must be equal to/or greater than the number of columns used. Bled pages are not available.

## Terms and Conditions

### ■ Liability and indemnity

Client assumes liability for the content of all advertisements printed and also for any claims rising against the publisher. Advertisements must be clearly identified with a trademark, and/or the signature of the advertiser. The word "Advertiser" may be inserted on ads that, in the opinion of the publisher, might be confused with editorial pages.

### ■ Issuance Regular Edition

Published weekly on Thursday. Special editions published on the following months: Feb, Apr, May, Aug, Sept, Oct, Nov, Dec.

### ■ Deadlines

Camera ready art: Monday  
 Space reservations: Friday  
 Publication: Thursday

\* Publisher reserves the right to reject at any time any advertisement not considered suitable for publication



SERVING THE HISPANIC COMMUNITY OF DALLAS AND FORT WORTH AREA SINCE 1986

## Stories and Columns



### ■ Para la Mujer (For Her)

This column highlights prominent Latina women excelling in their professional careers and offers them an avenue to share advice, challenges, lessons learned, among other topics of importance to the modern day Latina. All in all, this column serves as an excellent tool for students seeking Latina role models in their respective communities.



### ■ Educación (Education)

A unique column that focuses on providing a setting for children and their parents to voice their opinions all while highlighting the success of students in and out of the classroom. Parents Step Ahead, our affiliated non-profit, also utilizes this column to share events information with the goal of promoting their mission to "Recognize, educate, enable and empower parents to be actively involved in their children's educational life."



### ■ Salud (Health)

The latest information about health news on medicine, fitness, nutrition, health care, mental health, diet and disease prevention with experts insights.



### ■ Al Día con la Tecnología (Up to Date with Technology)

A thorough evaluation of the technology industry providing updates and reviews of products marketable to the Hispanic community.



## ■ Finanzas (Finance)

Everything to stay informed about issues affecting Latinos and our economy with articles covering family budgeting, banking, saving, among other topics of interest. The ultimate goal is to keep the Latino reader abreast of new developments with topics that cover the best times to buy a home, car, etc...



## ■ Autos

The ultimate resource for making your next car purchase providing reviews and automotive updates relevant to the Latino consumer.



## ■ Fama (Fame)

The latest information about what's going on in the world of the rich and famous as it relates to stories of interest to the Latino reader.



## ■ Turismo (Tourism)

Covers unique travel destinations across the globe highlighting popular resorts, the best hotels, restaurants, and shopping available for the Latino consumer looking for a fun-filled family vacation.

## Web Rates

Product type	Ad size	NET CPM
Leaderboard Top	728x90	\$10.00
Leaderboard Bottom	728 x 90	\$10.00
Box A	300 x 250	\$8.00
Box B	300 x 250	\$8.00

Any of the ads can be used as a hyperlink to client's web site, upon request.

File Types	Max File Wt. (Non Flash)	Max File Wt. (Flash)	Ad Tag Format	3rd Party Serving	Animation Length	Looping	Frame Rate	Lead Time
jpg, gif, Flash, HTML	20 K	40 K	Javascript or iFrame	Yes	15 Seconds	3 Loops	18 FPS	5 Days Prior to Launch
jpg, gif, Flash, HTML	20 K	40 K	Javascript or iFrame	Yes	15 Seconds	3 Loops	18 FPS	5 Days Prior to Launch



### NOTE

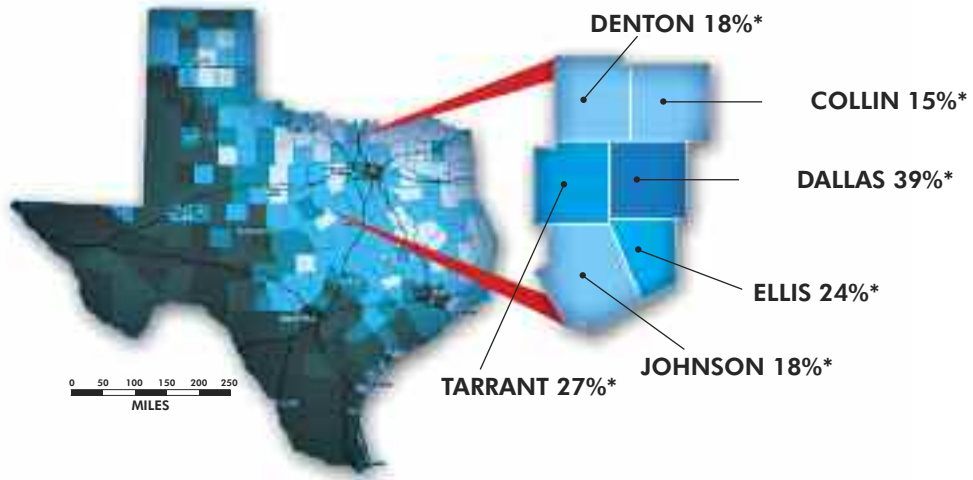
Several advertising programs are available including packages combined with the weekly hard copy edition of El Hispano News.



# Demographics

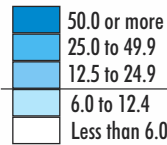
2016

## Hispanic population in North Texas



Hispanic Percentage Population by County

U.S. Percent 16.7\*\*



\* 2010 U.S. Census Bureau  
 \*\* 2009 Hispanic Pew Institute

## Hispanic Demographic Breakdown Dallas and Tarrant Counties

Argentina	6,000
Bolivia	1,600
Brazil	8,000
Chile	750
Colombia	25,000
Cuba	7,472
Dominican Rep.	2,392
Ecuador	2,500
El Salvador	50,779
Guatemala	10,773
México	1,170,366
Panamá	1,500
Perú	8,000
Puerto Rico	23,064



### READERS PREFERENCE

Based on 2005 data by Western Research Publications, 82% of Hispanics prefer to read in Spanish while 16% prefer to English or both.

### MEDIAN AGE

According to the Census Bureau, the Median Age for Hispanics is 27.5\* making this ethnic group the youngest in the country.

SERVING THE HISPANIC COMMUNITY OF DALLAS AND FORT WORTH AREA SINCE 1986

## Circulation

Regular Edition (20,000 Copies)  
(Distributed weekly on Thursdays only)

### Distribution by Zip Code

75006	Carrollton	75206	Dallas	75240	Dallas
75007	Carrollton	75208	Dallas	75243	Dallas
75040	Garland	75211	Dallas	75254	Dallas
75041	Garland	75212	Dallas	76010	Arlington
75042	Garland	75214	Dallas	76011	Arlington
75050	Grand Prairie	75216	Dallas	76013	Arlington
75051	Grand Prairie	75217	Dallas	76022	Bedford
75057	Lewisville	75218	Dallas	76043	Glen Rose
75060	Irving	75219	Dallas	76103	Fort Worth
75061	Irving	75220	Dallas	76105	Fort Worth
75062	Irving	75224	Dallas	76106	Fort Worth
75065	Lake Dallas	75226	Dallas	76110	Fort Worth
75067	Lewisville	75227	Dallas	76111	Fort Worth
75069	McKinney	75228	Dallas	76115	Fort Worth
75074	Plano	75229	Dallas	76116	Fort Worth
75081	Richardson	75231	Dallas	76119	Fort Worth
75116	Duncanville	75234	Dallas	76164	Fort Worth
75203	Dallas	75235	Dallas		
75204	Dallas	75237	Dallas		



SERVING THE HISPANIC COMMUNITY IN DALLAS/FORT WORTH SINCE 1986



2016

SERVING  
THE HISPANIC COMMUNITY  
OF DALLAS AND FORT WORTH  
AREA SINCE 1986



[WWW.ELHISPANONEWS.COM](http://WWW.ELHISPANONEWS.COM)

