

ABOUT US



El Observador was founded in 1980 and is certified as a Hispanic owned and operated publication.

Over 1.4 million Hispanics reside within the six-county coverage area of El Observador according to the U.S. Census.

This growing Hispanic market in the San Francisco/San Jose Bay area has an estimated \$21 billion per year purchasing power and is important to all businesses addressing this niche market. Our Hispanic community accepts El Observador as their bilingual weekly that services our market, reaching 100,000+ print readers and over 380,000 readers on the website. El Observador is adjudicated (publishes legal notices) and is audited.

El Observador promotes topics of specific interest to the Hispanic population in the areas of politics, education, business, health care, social and environmental issues, sports, entertainment, and other features when pertinent. Of special interest are profiles of successful Hispanic individuals.

El Observador has received many awards for excellence in journalism, circulation, community involvement and its ethical and reliable business practices.

HISPANIC DEMOGRAPHIC FACTS

Hispanics U.S. Population

Mexico 61%
Cuba 5%
Puerto Rico 12%
Central/South America 11%
Other 11%

Hispanic Consumer:

U.S. Hispanics earn and spend their money (6 billion in Santa Clara County and \$15 billion throughout the San Francisco Bay Area).

- Silicon Valley has the largest number of affluent Hispanic households with incomes over \$50,000 per year.
- One in every four consumer dollars spent in Santa Clara County and one in every six consumer dollars spent in California will come from a Latino budget.
- Hispanics spend more money on food, clothing, and telephone services than non-Hispanics.
- Hispanic homeowners are younger than non-Hispanic homeowners and renters.
- It takes fewer Hispanic households to reach more consumers because of extended families.
- Language Spoken in the homes of Santa Clara County: English 55% Spanish 45%

Education

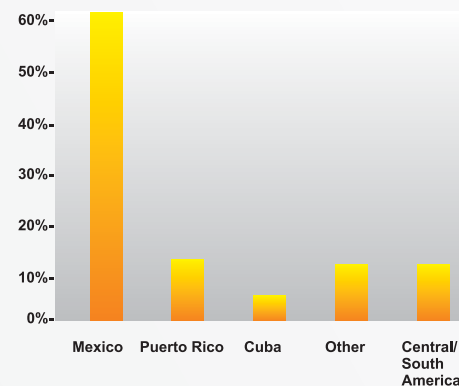
- College Graduate (4 years) 22,410
- College (1-3 years) 100,820
- Attend Tech/Vocational school 82,940
- High School Graduate 71,320

Hispanic Labor Force

- Unemployed 10%
- Blue Collar 39%
- White Collar 51%

Hispanic Expenditure - U.S. Population

- Clothing 7%
- Transportation 17%
- Food 18%
- Housing 34%
- Insurance 8%
- Health 5%
- Other 11%



Source:
Hispanic Market Connections
U.S. Bureau of the Census
Hispanic Market handbook

WHO READS US?

El Observador is recognized as the leading bilingual newspaper in the San Francisco Bay Area, receiving numerous national and local awards for professional journalism. El Observador, a weekly bilingual English/Spanish newspaper is ready to help you develop and execute a customized marketing program that is perfect for your business.

We maintain an effective audited distribution/delivery system, with over 28 years experience, that penetrates the Hispanic community. Numerous studies have shown that print media with its extended "shelf life" is a very cost effective method of reaching Hispanic markets and niches.

Country of Origin U.S. - Hispanic Population

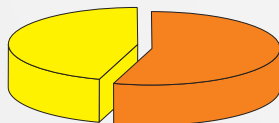
Puerto Rico 12%
Cuba 5%
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Central/South America 11%
Other 11%

Language Spoken at Home

Spanish 45%
English 55%

Language Spoken at Home

Spanish 45%

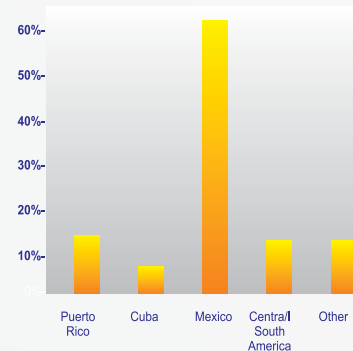


English 55%

El Observador provides the following services:

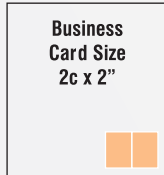
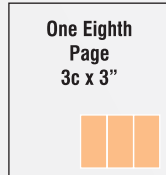
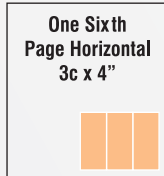
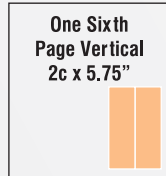
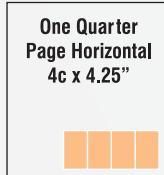
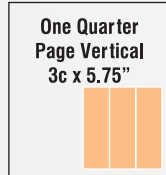
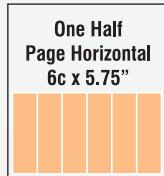
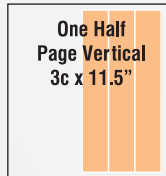
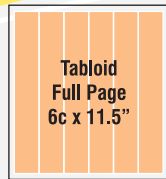
- Display Advertisement
- Classified/Employment Advertisement (all types)
- Legal Services (Adjudicated)
- Insertions
- Graphic Design/Layout Services
- Translation Services
- Web Advertisement
- Web sites

Country of Origin U.S. Hispanic Population



ADVERTISING RATES

Tabloid size 10.5" W x 11.5" H (6 col x 11.5")



Open Rate - \$30 per col/in

	Net Rates
Full Page 6 col x 11.5" = 69 col/in	\$ 2,070
One Half Page Vertical 3 col x 11.5" = 34.5 col/in	\$ 1,035
One Half Page Horizontal 6 col x 5.75" = 34.5 col/in	\$ 1,035
One Quarter Page Vertical 3 col x 5.75" = 17.25 col/in	\$ 517.5
One Quarter Horizontal 4 col x 4.25" = 17 col/in	\$ 510
One Sixth Page Vertical 2 col x 5.75" = 11.5 col/in	\$ 345
One Sixth Horizontal 3 col x 4" = 12 col/in	\$ 360
One Eighth Page 3 col x 3" = 9 col/in	\$ 270
Business Card Size 2 col x 2" = 4 col/in	\$ 120

6 columns (Display Ad)

1 col = 1.59"	4 col = 6.8"
2 col = 3.34"	5 col = 8.6"
3 col = 5.10"	6 col = 10.37"

8 columns (Classified Ad)

1 col = 1.15"	5 col = 6.42"
2 col = 2.46"	6 col = 7.74"
3 col = 3.78"	7 col = 9.05"
4 col = 5.10"	8 col = 10.37"

# Weeks	1x	4x	8x	13x	24x	36x	48x+
% frequency disc.	open	5%	10%	15%	20%	25%	30%
Amt. Col. inch:	\$30	\$28.5	\$27	\$25.5	\$24	\$22.5	\$21

Space Reservation Deadlines:

Display: Friday prior to Publication.
Classified: Monday week of Publication.

Distribution Day:

Friday

Legal Notices:

Call for rate and placement

Inserts:

Inserts are accepted for full run and door-to-door run only. Two week reservation required; 1/4 fold, \$55 per thousand

Artwork:

Camera Ready:
Due Monday noon, week of publication.
Format: Embedded 300 dpi PDF file.
In-House Creative:
Materials due two weeks prior to publication.

Changes in artwork carry extra charges

In-House graphics - \$35 per hour
Spanish Translation - \$35 per hour

Color Rates:

Three Color and Black: \$500 net
Two Color and Black: \$250 net

ONLINE ADVERTISING

Posting Day:
Friday

Space Reservation:
Monday week of Posting

Net Rates:
National: \$3 per 1,000 Impressions
Local: \$2 per 1,000 Impressions
Link Buttons: \$25 per Week

Sizes:
Leaderboard: 728 x 90 pixels
Rectangle: 300 x 250 pixels
Skyscraper: 160 x 600 pixels
Link Buttons: 75 x 75 pixels

Creative:
GIF Maximum Size: 30K
Maximum Animation Length: 30K
Maximum Animation Time: 15 sec.
No Loops Limit (Flash/Gif)
Flash Versions: All Versions
Rich Media Specs for Site: 30K

The screenshot shows the News EO website interface. At the top, there's a navigation bar with 'News EO' logo and 'of observador.com'. Below the navigation bar, there are several content sections: 'Home', 'ASTROLOGIA', 'BUSINESS', 'CARTOON', 'COMMUNITY', 'E-EDITIONS', 'EDUCATION', 'ENTERTAINMENT', 'EVENTOS Y CONCIERTOS', 'FASHION', 'HEALTH', 'IMMIGRATION', 'INTERNATIONAL', 'LA OPINION', 'LEGAL NOTICES', 'LOCAL COMMUNITY', 'LOCAL NEWS', 'MOVE TRAILERS', 'NATIONAL', 'RECIPES', 'SPORTS', 'TECHNOLOGY', 'TURISMO', and 'ULTIMAS NOTICIAS'. The main content area features a large article titled 'Gordon bill protecting senior citizens from financial abuse' with a video player. Other sections include 'LOCAL NEWS', 'HEALTH', 'ADVERTISING' (with a Sprint 'Unlimited means unlimited.' ad), 'COMMUNITY', 'ENTERTAINMENT', 'INTERNATIONAL', 'NATIONAL', and 'SPORTS'. There are also several smaller advertisements, including one for 'SuperBoleteria!' and another for 'FREE TICKETS'.

468 x 60 px.
Leaderboard

300 x 250 px.
Rectangle

125 x 125 px.
Square

160 x 600 px.
Skyscraper

READERSHIP STUDY

W

estern Publication Research performed Readership Studies on more than 90 Hispanic publications in over 40 markets across United States. This publication was one of the ones chosen for inclusion in this important study.

The information included in this report is reflective of the readers of this publication and should not necessarily be interpreted to be representative of the entire local Hispanic market.

At the conclusion of this report is a statement of the Research Methodology used for this study and includes the margin of error reflected in this data.

We have broken the results into seven different categories: Personal, Characteristics, Household Characteristics, Housing, Citizenship, Shopping, Reading, and Computers & the Internet.

One key statistic presented is the average readers per copy. To get the total readers of your publication you take this number and multiply it by the total number of copies of the publication in use.

When you see the average age of your readers please keep in mind that the average age of television viewers during the 2005-06 season was 35 for Fox, 41 for ABC, 43 for NBC, and 52 for CBS.

Western Publications Research has completed over 300 Readership Studies on Hispanic newspapers and magazines since 1978.

READERSHIP STUDY

Personal Characteristics

- A. What is your sex?
Female 55%
Male 45%
- B. Were you born in the U.S.?
Yes 48% No 52%
- C. Which of the following best describes your ethnic heritage
- Mexican/Chicano 66%
 - Puerto Rican 0%
 - Central American 4%
 - Cuban 1%
 - White 11%
 - African American 1%
 - Other non-Hispanic 0%
 - Other Hispanic/Latino 18%
- D. In what year were you born?
Avg. 1952
- E. What is the highest grade in school that you have completed?
(ie: if the Eighth grade, then 8; if two years of college, then 14)
Avg. 12.8

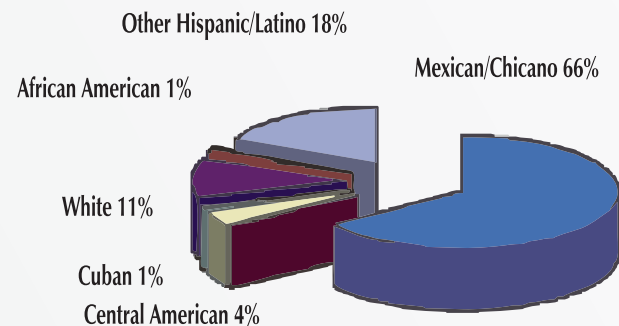
Household Characteristics

- A. How many people live in your household, including yourself?
Avg. 3.8
- B. What was your approximate total household income in 1998?
- Less than \$25,000 44%
 - \$25,000-\$34,999 7%
 - \$35,000-\$49,999 16%
 - \$50,000-\$74,999 11%
 - \$75,000-\$99,000 9%
 - \$100,000 or more 13%

Housing

- A. Do you own or are you buying a home or condo?
Yes 45% No 55%
- B. What is your monthly rent or mortgage payment?
- Under \$500 18%
 - \$500 to \$749 7%
 - \$750 to \$999 26%
 - \$1,000 to \$1,499 39%
 - Over \$1,500 9%
- Avg. Age 48
Avg. Annual Income \$51,035
Monthly Average \$1,032
% of Total Income 24%

Which of the following best describes your ethnic heritage



READERSHIP STUDY

Reading

A. How many people read your copy of this publication?

Avg. 2.2

B. What is your preferred language for reading?

Spanish 25%

English 31%

Both 44%

Shopping

A. Do you plan to make any of the following purchases?

New Car 48%

House/condo 19%

Home remodeling 22%

B. Which of the following stores or restaurants did you visit in the past Month?

Department Stores

JC Pennys 35%

K-Mart 66%

Montgomery Ward 24%

Sears 44%

Target 47%

Wal-Mart 33%

Electronics

Best Buy 16%

Circuit City 36%

Home Improvement

Home Depot 51%

Lowe's 0 %

Other

TJ Max 4%

Toys R Us 18%

Walgreen's 57%

Restaurant

Burger King 51%

Denny's 33%

KFC 29%

McDonalds 60%

Pizza Hut 18%

Taco Bell 53%

Computers & Internet

A. Where have you used a computer?

At home 60%

At work 51%

At a library 22%

Other places (ie: school) 22%

Have never used a computer 22%

B. Are you presently using an Internet service?

Yes 51%

No 49%

C. Do you plan to purchase a home computer?

Yes 52%

D. Which types of sites have you visited on the Internet in the past month?

Latin American sites 30%

US sites in Spanish 32%

US sites in English 63%

Haven't been on the internet 33%

Research Methodology for The Readership Study

This is a readership study and not a market study. We polled a random sample of the participating publication's readers. The readership questionnaire was to be inserted into Nth copies of the publication as they are distributed via newstand, the mail, and to homes. The confidence level with the final data will be between 95% and 97% for publications with over 250 responses; between 93% and 95% for those between 175 and 250 responses; and between 89% and 93% for those less than 175 responses.

Overall Results % of Surveys 289 Spanish Survey 35%