

28

years
serving the hispanic
community since 1989.

MEDIA KIT 2017



The beginning of
your success with the
hispanic
community

www.elmundonewspaper.com

2519 E. 5th. Street
Austin, TX 78702
Office: (512) 476-8636
Fax: (512) 476-6402

The Leading Weekly Spanish
Newspaper for Central Texas





2015 NAHP
LATINA PUBLISHER
AWARD WINNER



—1989-2017—

- El Mundo Newspaper is Austin's largest and oldest Spanish language newspaper.
- El Mundo Newspaper is a rich source of local, regional, and international news on topics including entertainment, sports, and community activities and resources.
- Due to the success of our products and our understanding of the Hispanic market, we pride ourselves in being the voice of the Hispanic community of Central Texas.
- El Mundo Newspaper knows the market because we are the market. Our staff of professionals are from more than 6 different Spanish-speaking countries. Although we all have different tastes in food, music, and even words, we all share a passion for serving the Hispanic community... our community!
- We offer our clients not only our newspaper, but also a thorough understanding of the Central Texas Hispanic consumer to help them make the appropriate marketing decisions.

MISSION

To inform, educate, and entertain the Hispanic communities in our geographical distribution areas.

VISION

To be the voice of, and the link to, the Hispanic communities in our geographical distribution areas.

Integrity

- We are an honest, accountable and highly responsible trustee of the Hispanic community's communication needs.

Attitudes

- We reflect a CAN DO spirit. We are goal and results-oriented. We direct our time and attention toward critical mission and vision directed activities. We strive to keep actions simple, understandable, and easy to implement. We are committed to do whatever it takes to get the job done.

Excellence

- We are committed to business excellence and utilization of Total Quality Management techniques of focus on customer satisfaction supported by continuous improvements in everything we do. We strive to 'do the right things right, the first time'.

Business Objective

- To develop and grow a profitable communications business by achieving our Mission and Vision with consistent performance.

MOST POPULAR SIZES

SIZE	RATES		COLUMN INCH RATES BLACK & WHITE \$25 FULL COLOR \$28
2X4"	\$200 BW \$224 FC		
2X5"	\$250 BW \$280 FC		
1/8 3 COL X 5"	\$375 BW \$420 FC		
1/4 3 COL X 10"	\$750 BW \$840 FC		
Jr. Page 5 COL X 17"	\$2,125 BW \$2,380 FC		
1/2 6 COL X 10.75"	\$1,612 BW \$1,806 FC		
1 Page 6 COL X 21.5"	\$3,225 BW \$3,612 FC		



FIXED POSITION 15% EXTRA

DIMENSIONS

Full 6 col. x 21.5" (11" x 21.5")	Jr. Page 5 col. x 17" (9.1962" x 17")	1/2 Page 6 col. x 10.75" (11" x 10.75")	1/4 Page 3 col. x 10" 5.4511" x 10" 1/4 Page 6 col. x 5" 11" x 5"
1/8 Page 3 col. x 5" 5.4511" x 5"	1/16 Page 3 col. x 3.33" 5.4511" x 3.33"	2 col. x 5" 3.5785" x 5"	2 col. x 4" 3.5785" x 4"

INSERTS (FSI)

• **El Mundo Newspaper** accepts free standing inserts. The minimum accepted is 15,000.

	COST PER IK
Single Sheet	\$55
4-8 Page Tab	\$65
12-16 Page Tab	\$70
20-28 Page Tab or Flexi	\$75

MECHANICAL SPECIFICATIONS

Page size: PASS Format Broadsheet
Dimensions: 6 Columns x 21.5" (SAU 129)
Screen: 65 line screen

DISPLAY ADS BY COLUMN WIDTH

1 Column 1.6794"
2 Columns 3.5785"
3 Columns 5.4511"
4 Columns 7.3236"
5 Columns 9.1962"
6 Columns 11"
Spread: 22.82" x 21.50"

CLASSIFIED ADS BY COLUMN WIDTH

1 Col. 1.2378"
2 Col. 2.6422"
3 Col. 4.0446"
4 Col. 5.4511"
5 Col. 6.8565"
6 Col. 8.2599"
7 Col. 9.6644"
8 Col. 11"

ISSUE & DEADLINE

- **El Mundo Newspaper** is published every Thursday, except Thanksgiving and the first week of the year.
- **Camera Ready Ads Reservation:** Friday preceding publication date, at 5pm.
- **Materials:** Monday before 2pm.
- **For Non-Camera Ready Ads, space reservation and materials:** Monday before publication date at 5pm.

DIGITAL ARTWORK

- When providing digital artwork, ads must be submitted in Macintosh format with images at a resolution of 200 DPI.
- Ads must be accompanied by any and all artwork files and fonts used to create the ad if not providing a flattened, press-ready PDF.
- **Color Ads:** Must be CMYK. A color proof is required.
- **Email:** Please archive files as .Zip or .Sit before sending via email.



DISTRIBUTION

AUDITED AND CERTIFIED

“CVC interviews indicated that over **95%** of reported controlled bulk drop locations received **EL MUNDO AUSTIN** on regular basis.”



Our distribution includes:

- Newspaper Racks
- Retail Locations in Austin and surrounding areas.



Zip Code	City/Area	TOTAL by Zip Code
76574	Tylor	525
78602	Bastrop	600
78610	Buda	500
78612	Cedar Creek	500
78613	Cedar Park	500
78617	Del Valle	550
78621	Elgin	500
78626	Georgetown	350
78628	Georgetown	425
78634	Hutto	200
78640	Kyle	750
78641	Leander	500
78644	Lockhart	650
78652	Manchaca	400
78653	Manor	825
78660	Pflugerville	850
78664	Round Rock	1015
78666	San Marcos	1200
78681	Round Rock	750
78701	Austin	965
78702	Austin	2800
78703	Austin	100
78704	Austin	2500
78705	Austin	250
78717	Austin	150
78719	Austin	275
78721	Austin	250
78722	Austin	300
78723	Austin	2035
78724	Austin	625
78726	Austin	150
78727	Austin	100
78728	Austin	145
78729	Austin	200
78731	Austin	200
78734	Austin	250
78735	Austin	400
78741	Austin	2625
78744	Austin	1355
78745	Austin	2375
78746	Austin	250
78747	Austin	250
78748	Austin	205
78750	Austin	250
78751	Austin	550
78752	Austin	1405
78753	Austin	2285
78754	Austin	400
78756	Austin	250
78757	Austin	625
78758	Austin	1290
78759	Austin	250
78762	Austin	200
78723	Austin	150
78155	Seguin	500
78130	New Braunfels	500
TOTAL		39000

We distribute the paper in:

inside

8



inside

2



inside

11

community clinics



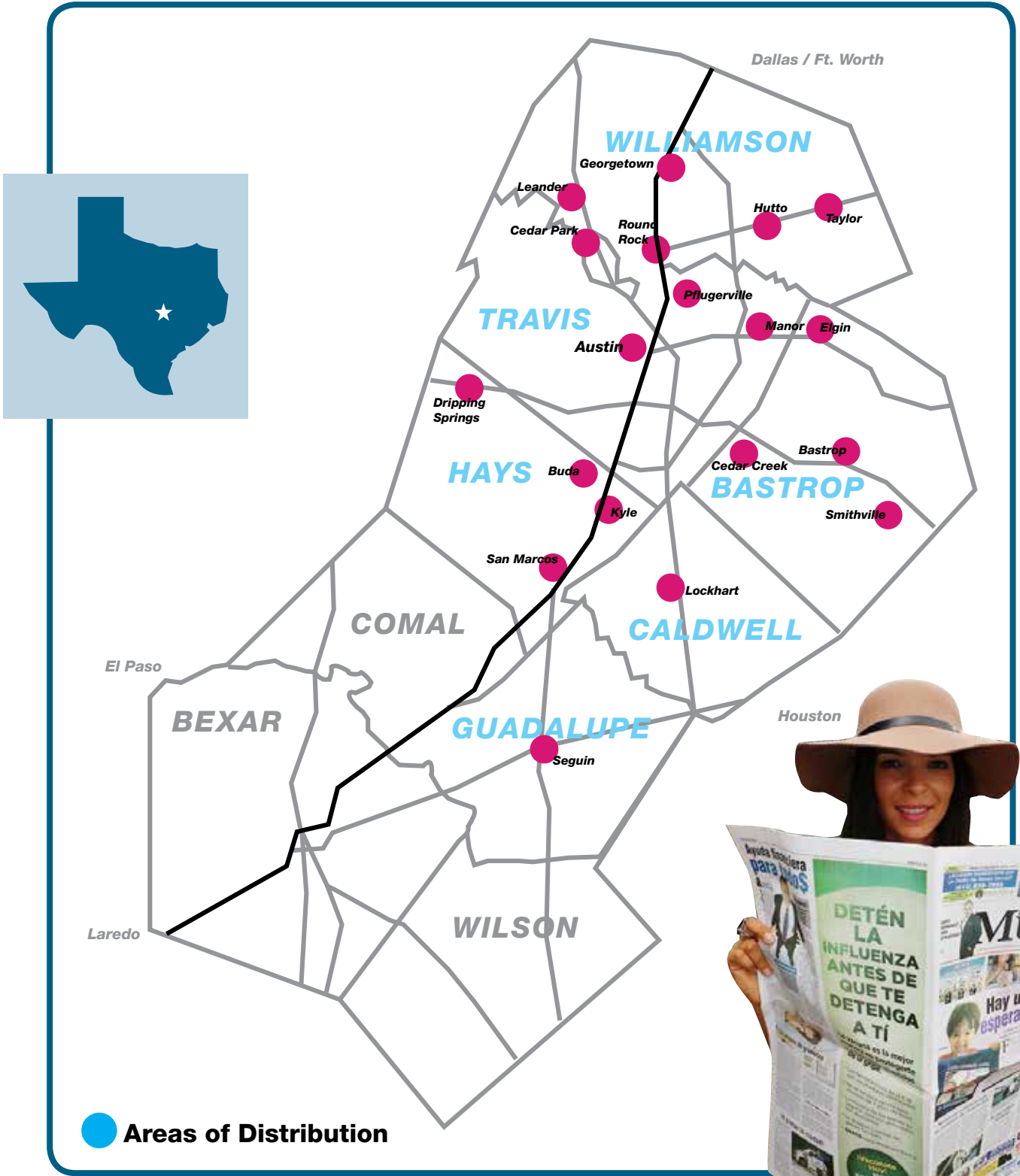
inside

40

supermarkets

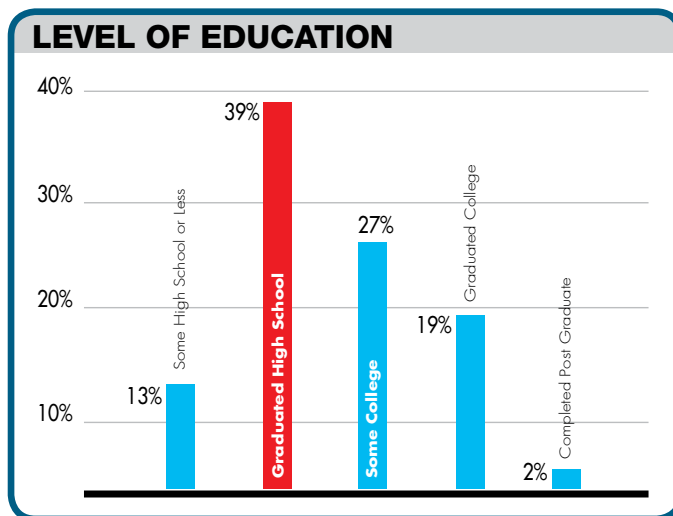
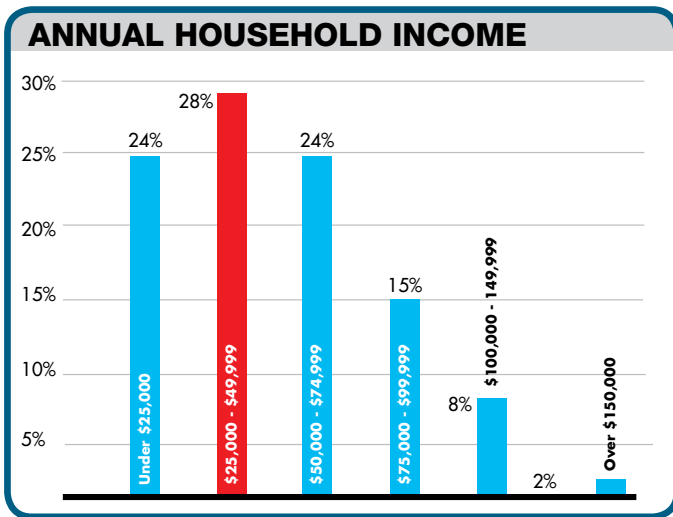
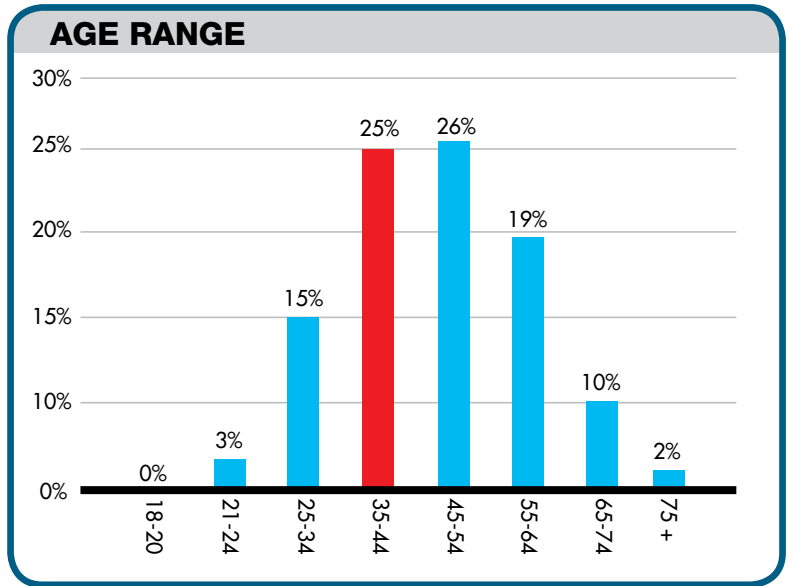
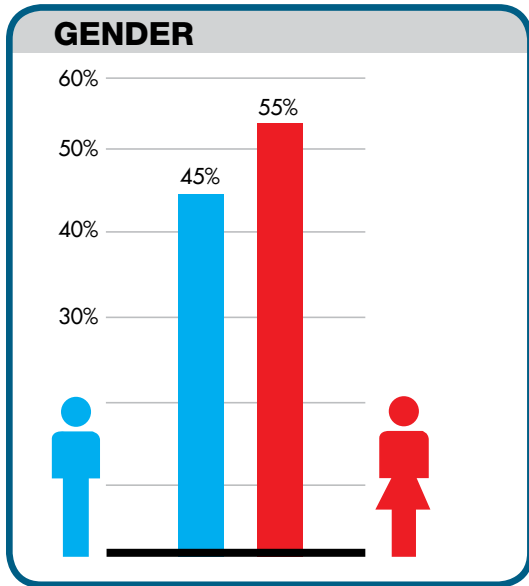


DISTRIBUTION (MAP)





EL MUNDO NEWSPAPER READER'S PROFILE



SPECIAL ANNUAL PUBLICATION

PRODUCED BY

MUNDO AUSTIN



CALENDAR OF EVENTS



If you are interested in sponsorship any of these events, please contact us at (512) 476-8636

MARCH
- Weddings & Quince Expo
- Latina Expo

APRIL
- Children's Day

AUGUST
- Back to School Fest

OCTOBER
- Boo The Flu & Literacy

NOVEMBER
- Weddings & Quince Expo

DECEMBER
- Christmas Angel Tree
- Flu-A-Palooza

RADIO SHOW
PRODUCED WEEKLY BY

MUNDO
A U S T I N



THURSDAYS
5:30PM - 6PM.



Host: Salwa Yordi