

El Diario

de EL PASO



El Diario 

El Diario
DE CHIHUAHUA

2017

MEDIA KIT

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El Diario

de EL PASO



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NEWSPAPERS & SPECIAL EDITIONS

El Paso, Ciudad Juárez, Chihuahua & Casas Grandes



I. El Diario de El Paso (Daily)

- El Paso's only daily Hispanic newspaper. Circulates throughout El Paso County and Las Cruces. (El Paso population is 83% Hispanic)
- Circulation 20,147 daily and 22,764 copies on Sunday

II. El Diario de Juárez (Daily)

- Circulates in Ciudad Juárez, Nuevo Casas Grandes (the northern part of the state of Chihuahua); El Paso, Texas and Las Cruces, New Mexico.
- Circulation: 75,626 copies daily and 76,277 copies Sunday.

III. El Diario de Chihuahua (Daily)

- Covers the Central and Southern regions of the State of Chihuahua and circulates in Chihuahua City, Delicias, Cuahutemoc and Parral.
- Circulation: 26, 515 copies daily and 29, 039 copies Sunday.

IV. Edición Puentes (Weekly)

- A Free tabloid jacket for inserts distributed at all 4 major International Ports of Entries.
- 10, 000 are distributed per day from Wednesday through Monday.
- A total circulation of 60, 000 weekly

V. Vamos Entertainment Guide (weekly)

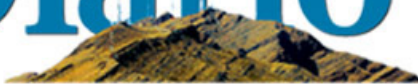
- Thursday Glossy Tabloid, 20,147 inserted in El Diario de El Paso plus 10,000 additional copies distributed on racks throughout El Paso and 75,626 copies inserted in El Diario de Juárez plus 10,000 additional copies distributed on racks throughout Ciudad Juárez.



www.diariousa.com • 1801 Texas Ave. El Paso, TX. 79901
(915) 838-1600 • (800) 956-9009 • FAX (915) 225-1431

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SECTIONS



El Diario
de EL PASO

- SECTION "A - Local" & Main News
- SU AUTO
- SOCIALES
- CLASSIFIED
- SALUD
- REAL ESTATE

El Diario 

- SECTION "A"
- GENTE SECTION
- SOCIAL EVENTS SECTION
- ENTORNO
- CLASSIFIED
- MANUFACTURA
- SECTION "B" OR LOCAL
- SPORTS SECTION

El Diario
DE CHIHUAHUA

- SECTION "A"
- SOCIAL EVENTS SECTION
- CLASSIFIED
- ECONOMY
- REGIONAL
- ED MAGAZINE
- SPORT SECTION
- GENTE SECTION

SPECIAL SECTIONS

- VAMOS (weekly)
- BIENVENIDOS (monthly)

EL PASO SEASONAL SECTIONS

- EL DIARIO =KIDS
- UTEP FOOTBALL
- EDUCATION
- 4 OF JULY
- THANKSGIVING
- SUPER BOWL
- UTEP BASKETBALL
- MOTHER'S DAY
- HALLOWEEN
- BLACK FRIDAY
- VALENTINE'S DAY
- SUN BOWL
- FATHER'S DAY
- VETERAN'S DAY
- CHRISTMAS

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ADVERTISING RATES

EFFECTIVE JANUARY 1ST. 2017 (NET RATES)

ROP Rates



Daily 20,147 - Sunday 22,764

(Spanish Daily)

OPEN RATE	\$10 ⁰⁰ per column inch
13X *	\$6 ⁰⁰ per column inch
Pickup Rate*	\$6 ⁰⁰ per column inch
Classified display rate	\$8 ⁰⁰ per column inch
Employment, Legal & Public Notices	\$16 ⁰⁰ per column inch



Daily 75,626 - Sunday 76,277 (Spanish Daily)

OPEN RATE	\$16 ⁰⁰ per column inch
13X*	\$14 ⁰⁰ per column inch
Pickup Rate*	\$14 ⁰⁰ per column inch



Thursday's 105,773

20,147 within El Diario de El Paso plus 10,000 additional copies distributed in different locations and restaurants and 75,626 copies within El Diario de Juarez plus 10,000 additional copies distributed on racks throughout Ciudad Juarez.

Rates

\$600	- Full Page
\$325	- Half Page
\$195	- Quarter Page
\$216	- Banner

Deadline

Space reservation on Fridays at noon (12:00 p.m.)
Artwork not later than Mondays 10:00 a.m.



Daily 26,515-Sunday 29,039

(Spanish Daily)

OPEN RATE	\$10 ⁰⁰ per column inch
13X*	\$6 ⁰⁰ per column inch
Pickup Rate*	\$6 ⁰⁰ per column inch

REGIONAL (WEEKLY)

OPEN RATE	\$8 ⁰⁰ per column inch
Weekly (Fridays) 37,000	

COMBO DISCOUNTS FOR ROP:

El Diario: El Paso/Juarez/ Chihuahua **\$26⁰⁰**

ADVERTISING RATES

EFFECTIVE JANUARY 1ST. 2017 (NET RATES)

PREPRINTED INSERTS Rates

PREPRINTED INSERTS

Full Circulation 20,147 daily - 22,764 Sunday

\$25 per thousand, single sheet

\$35 per thousand, 4 - 24 pages

\$45 per thousand, 25 - 36 pages

\$55 per thousand, 37 - 60 pages

Minimum Quantity Accepted is: 15,000 daily - 16,000 Sunday

SINGLE SHEET

\$25⁰⁰ PER THOUSAND

COMBO DISCOUNT FOR PRE PRINTS:

El Diario — El Paso & Juarez: **\$40.00 CPM**

Annual Agreements

Available for both ROP and PRE-PRINTS.

FIXED POSITION CHARGE: 40% above regular rate.

See your Account Executive for rates on Obituaries, Public Notices & Political Advertisements.

*Rates & Contract valid for one year.

**Pickup ads must run within 7 days of first insertion to qualify for pickup rate.

Space Deadlines

Daily- 3 Days prior to publish date.

Weekly-One week prior to publish date.

Ad Deadlines

Daily - 2 Days prior to publish date.

Weekly - 4 Days prior to publish date.

Color

Add color for only \$ 100.00 per ad, per color (3 colors makes full color).

SIZES & SPECS

EFFECTIVE JANUARY 1ST, 2017

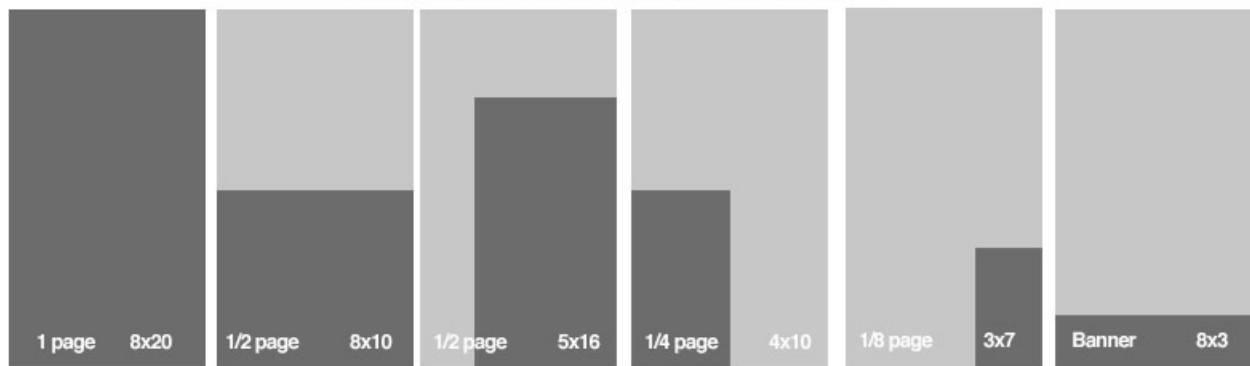
Standard Sizes 8 Columns by 20"

	1col.	2col.	3col.	4col.	5col.	6col.	7col.	8col.
INCHES	1.16	2.5	3.83	5.16	6.5	7.83	9.5	10.5

Tabloid Sizes

FULL PAGE 8.75" X 10.5"	1/2 PAGE 8.75" X 5.15"	1/4 PAGE 4.27" X 5.15"	BANNER 8.75" X 2.47"
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Measures for display Ads STANDARD



Measures for display Ads TABLOID

