

News EL HISPANO

SERVING HISPANICS SINCE 1986



MEDIA KIT 2017

DALLAS-FORT WORTH
www.elhispanonews.com

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Certified Audit
CAC
of Circulations

Company Information

■ Overview

El Hispano News is the oldest Spanish language newspaper in North Texas, serving the Hispanic community since 1986. It is the most respected Spanish publication, with an audited circulation of 20,000 and a weekly readership of 100,000. (Audited by C.A.C. Certified Audit of Circulations). Our editorial covers national, local news and issues; it includes expert features on career opportunities, business development, health, financial and education issues, as well as entertainment. El Hispano News offers a variety of news coverage from Mexico, Central and Latin America, which are topics of great interest for the Hispanic community of Dallas and Fort Worth.

■ Philosophy

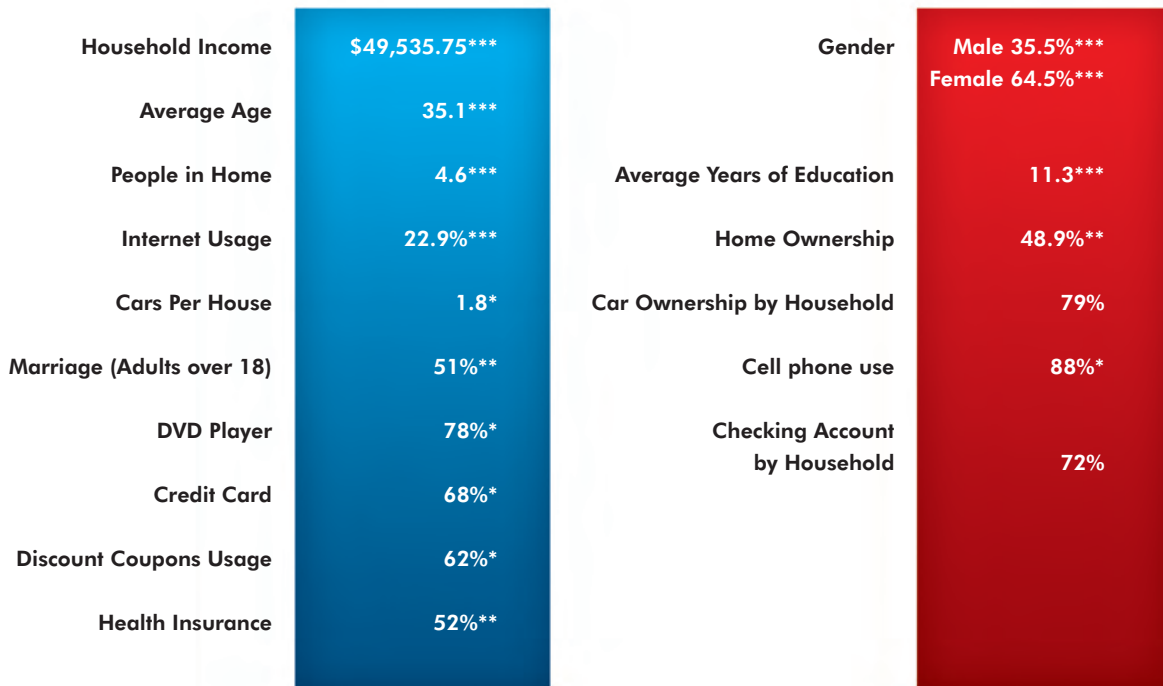
The difference between El Hispano News and its competitors is our philosophy. El Hispano News has gained its reputation from its approach to local and national Hispanic issues with professional and accurate reporting. To be a weekly newspaper means more than delivering the news. Concerns of the Hispanic 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

2017

■ 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



SEPTEMBER

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

MARCH

- Family Month
- Womens Month



OCTOBER

- Hispanic Heritage
- Parents Step Ahead



APRIL

- Easter Special Edition
- Parents Step Ahead

NOVEMBER

- Thanksgiving



MAY

- Heritage and Culture
- Parents Step Ahead



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

2017

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	FLAT RATE PER MONTH
Leaderboard Top	728 x 90	\$500.00
Box A	300 x 250	\$400.00
Box B	300 x 250	\$400.00

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

File Types Accepted
jpg, gif

NOTE

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



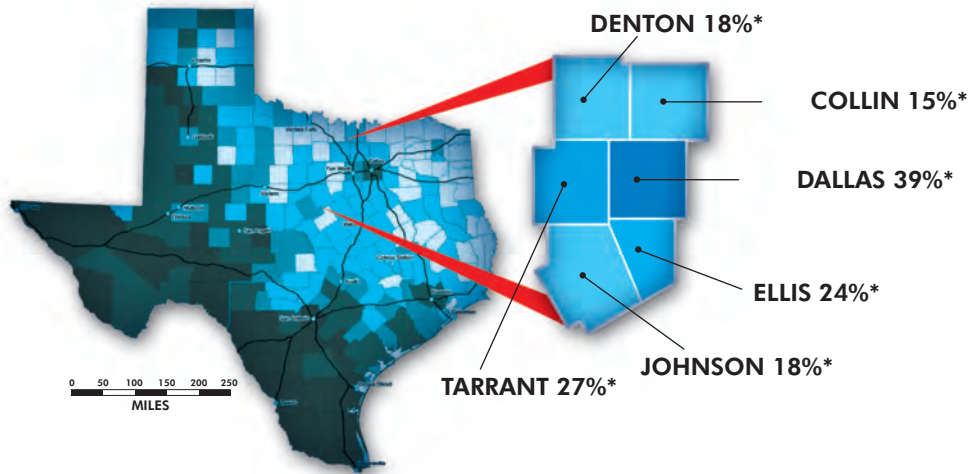
← Leaderboard Top

← Box A

Box B →

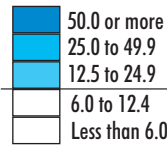


Hispanic population in North Texas



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.



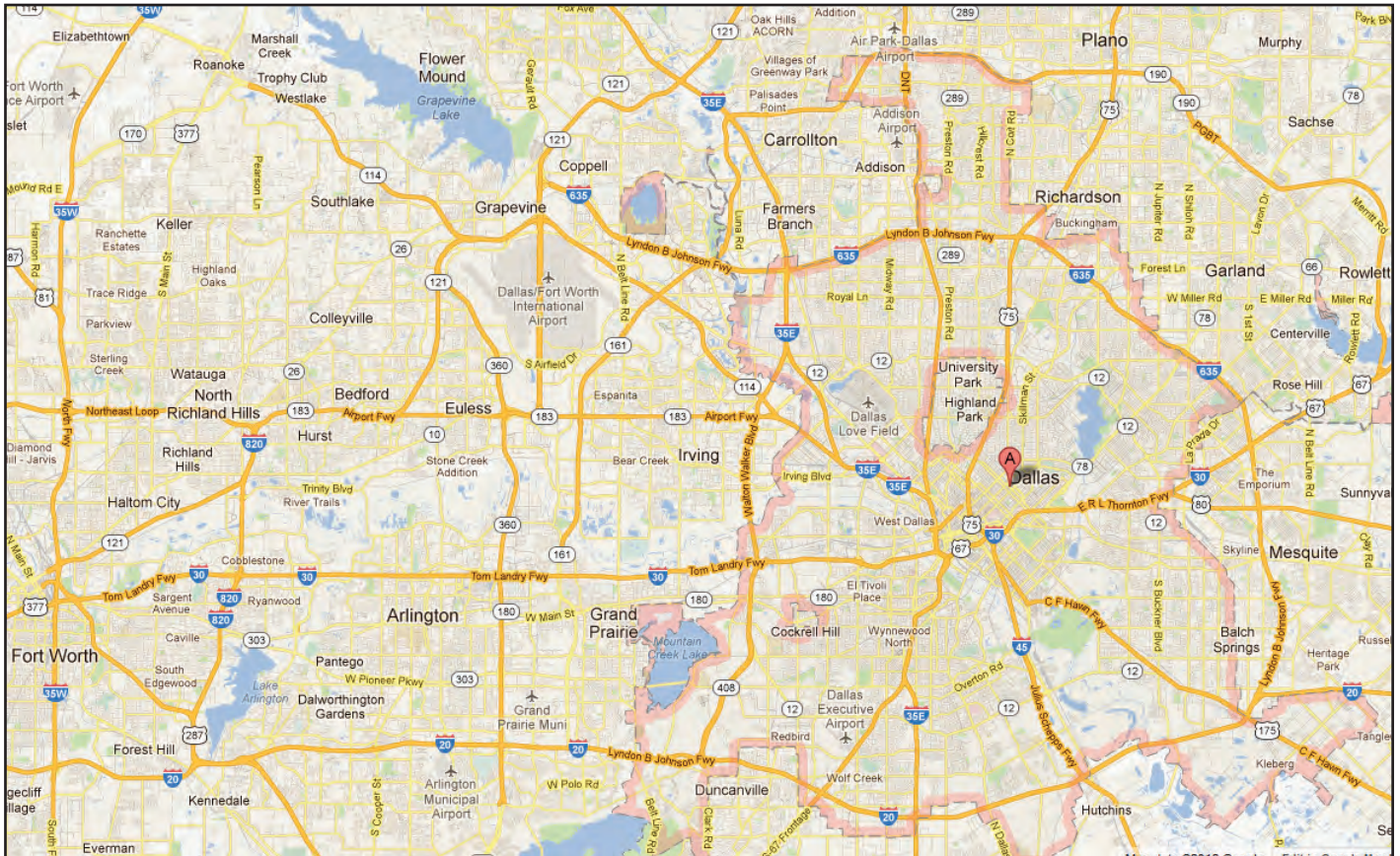
2017

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		



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