



DISTRIBUTION **monthly**

CIRCULATION **20,000** copies

READERSHIP OVER **35,000**

AVERAGE HOUSEHOLD INCOME
\$51,000

CONTENT: Local and World News, Entertainment, Sports, Immigration, Health, Business

The **Hispanic Market** in the USA

- Approximately **40 million** Hispanics in the United States.
- In **New Orleans** about **146,000** Hispanics.
- Pre-Katrina **3%**
- Post-Katrina **25%**

website: www.eltiemponeworleans.com



Rate Protection

Advertising rate increase will be announced 60 days prior to publication date

Terms

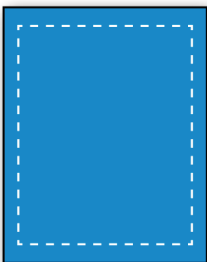
15% commission paid to recognized advertising agency.
No cancellation after deadline date.
 As per client's request, *El Tiempo* will create art work at no charge.

Art work supplied by client may be sent in the following formats:

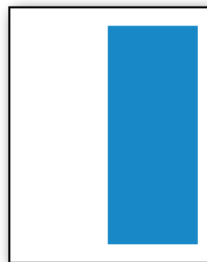
PDF, JPG, TIFF, EPS

(All files must be CMYK, at least 200 dpi, and 100 line screen.)

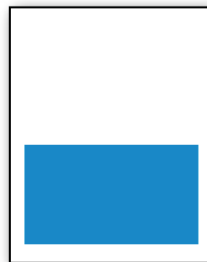
Art work must be sent to ramosjc215@cox.net



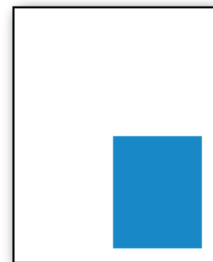
FULL



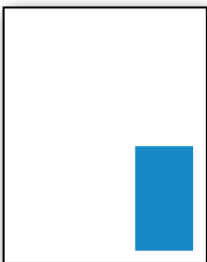
**HALF
VERTICAL**



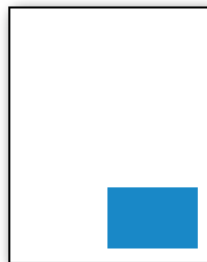
**HALF
HORIZONTAL**



FOURTH



**SIXTH
VERTICAL**



**SIXTH
HORIZONTAL**

Mechanical Requirements

- Full Page (**Bleed**).....10.75" x 13.75"
- Image Area.....9.5" x 12.5"
- Trim Size10" x 13"**
- Full Page (**No Bleed**)9.5" x 12.25"
- 1/2 Vertical4.625" x 12.25"
- 1/2 Horizontal9.5" x 6"
- 1/44.625" x 6"
- 1/6 Vertical3" x 6"
- 1/6 Horizontal4.625" x 3.875"

Website Ads

All files for the website must be RGB, 72 dpi, and saved in a psd or jpg format.

120 pixels
x
600 pixels

120 pixels
x
240 pixels

250 pixels x 90 pixels

728 pixels x 90 pixels

