



Phone: 503 493-1106 Fax: 503 493-1107
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WE GET RESULTS!

THE MESSAGE

“El Latino de Hoy”, is the only newspaper in the Pacific Northwest to effectively provide news in Spanish, from virtually every Latin-American country as well as worldwide reports of significant concern to local readers on a weekly basis.

THE MARKET

According to the Census Bureau, U.S. Hispanics are the largest minority in the country. It isn't surprising, then, that a nationally-recognized market research firm recently published figures showing that Hispanic household purchasing power was \$863 billion in 2008, up from \$452 billion in 2000, and that all market indicators show increased growth in these figures. This means that the Latino market holds enormous economic potential and those companies that target their marketing efforts at Hispanic-Americans stand to benefit by directing their message specifically to these individuals.

“El Latino de Hoy”, is your best link to this market in Oregon & SW Washington.

THE MEDIUM

“El Latino de Hoy”, circulates 25,000 copies weekly (100,000-125,000 monthly), free of charge, to an audience of more than 90,000 each week. Targeted exclusively at Spanish-speaking Oregonian, “El Latino de Hoy”, is read in more than over 33 cities in Oregon & SW Washington.

DIMENSIONS

BW & Color	1 week <i>Regular Price</i>	5 week <i>(10% per week)</i>	12 week <i>(20% per week)</i>
Full Tab Page	2,580.00	2,322.00	2,064.00
1/2 Tab Page	1,290.00	1,161.00	1,038.00
1/4 Tab Page	645.00	580.50	516.00
1/8 Tab Page	322.50	290.25	258.00

*Discounts apply to consecutive-running, pre-raid ads. Preferred positions (back page, color) additional. Prices shown are per ad issue/net.

Rodrigo J. Aguilar, Publisher.

Sales: José Luis Ponce, J. Santos Nesta.

Marketing: Rodrigo Aguilar.

Art Editor: Paulina Hermosillo.

Graphic Design: Luis Soto.

Web: Luis Soto.

Classified: Luis Soto.

Distribution: José Aguilar (Salem/Woodburn), Francisco G. Aguilar, Raúl Valenzuela, Gersson Salazar (Portland Metro), José Luis Ponce (Eugene/Corvallis).

DISPLAY AD RATES

With “El Latino de Hoy”, the more you advertise, the more you save. Our special plan for regular advertisers provides impressive savings. As shown in the table below, you can purchase advertising in El Latino de Hoy, for as low as **\$258.00** per ad per week. That's a minimum savings of **\$774.00** when you advertise 12 weeks consecutively*. (See chart below).

“El Latino de Hoy”, display Ads are **\$20.00** Net per Column Inch (1.585 inches wide).

MECHANICAL INFORMATION

Total page width is 11 inches. Total depth is 21 inches. Gutter width is 0.10 inch. The Line Screen is 85.

CLASSIFIED AD RATES

Boxed classified ads are **\$18.00 net** per column inch (1.163 inches wide). Translation available at no extra charge.

ADVERTISING DEADLINE

“El Latino de Hoy”, is a weekly newspaper published each Wednesday. Ad copy and camera ready art is due by 5pm the Tuesday before the publication date.

TERMS AND CONDITIONS

Billing terms are **net** 15 days. The Publisher reserves the right to decline acceptance of any future ad if account is not current.

- Insert rates are \$60⁰⁰ per 1,000 copies.
- Color ads add \$50⁰⁰ more per color.

