



El Tiempo Latino

is a free weekly Spanish language newspaper published on Fridays.

With a readership of over 90,000, El Tiempo Latino is the leading Spanish-language newspaper in Washington, and is read by more adults than all other Washington-area Spanish language newspapers combined.

El Tiempo Latino has been honored numerous times, including as "Outstanding Weekly," by the National Association of Hispanic Publications.

It is distributed in colorful newsboxes at 1,700 locations including Metro stations, bus stops, retail outlets, embassies, along highly traveled streets and in Hispanic neighborhoods..

Average Issue Circulation
58,105

Sources: Scarborough 2008, Release 1; ABC Audit, December 31, 2007.

El Mercado Rates

Effective January 1, 2008.

Wrap your message around our readers' favorite inserts!

El Mercado is the weekly, tabloid wrap for preprints in El Tiempo Latino. It's a colorful, new way to reach over 90,000 metro adults when they reach for the advertising inserts they love — in the leading Spanish language newspaper in the Washington market!

Advertising in El Mercado

- Your ad stands out as one of only four each week
- Only one advertiser per page
- Your ad runs in full color
- El Mercado is inserted inside El Tiempo Latino, wrapping the preprints



Non-commissionable Ad Rates

Annual Agreement Rates (Based on Number of Insertions)

	OPEN	6	13	26	52
Pages 1, 4	\$1,150	\$1,000	\$875	\$800	\$725
Pages 2, 3	\$925	\$875	\$750	\$700	\$650

Commissionable Ad Rates

Annual Agreement Rates (Based on Number of Insertions)

	OPEN	6	13	26	52
Pages 1, 4	\$1,355	\$1,180	\$1,030	\$945	\$850
Pages 2, 3	\$1,090	\$1,030	\$885	\$825	\$765

Commission

Agency commission of 15% is allowed on space, color premiums and position charges to recognized advertising agencies only.

Deadlines

Space Reservations

Friday 5:00 p.m. three weeks prior to publication

Materials

Monday 5:00 p.m. two weeks prior to publication*

Materials for Translation

Tuesday 5:00 p.m. 17 days prior to publication

Cancellation

Monday 5:00 p.m. 18 days prior to publication

Late Cancellation Fee

A 100% cancellation fee will be administered for all ads cancelled after 5:00 p.m. on the Monday 18 days prior to publication.

*Holiday weeks: Wednesday 5:00 p.m. two weeks prior to publication

El Mercado Ad Sizes

Columns	Width
Page 1	9.5" width x 10" depth
Pages 2, 3, 4	9.5" width x 12" depth

Ad Submission for Display Advertising

Acceptable formats for ads submitted electronically: QuarkXPress, Adobe InDesign, Photoshop, Acrobat, JPEG, EPS, TIFF and PDF files. Send files to the El Tiempo Latino FTP site or to ads@eltiempolatino.com.

Terms of Payment

Payment due within 30 days of receipt of invoice. Checks and credit cards accepted (Visa, MasterCard and American Express).

For more information, contact your Washington Post Account Manager, or call 202-334-4063. To reach an El Tiempo Latino representative, call 703-527-7860.