



El Tiempo Latino is a free weekly Spanish language newspaper published on Fridays.

With a readership of more than 100,000, 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
53,288

Sources: Scarborough 2009, Release 1; ABC Audit, December 31, 2008.

Classified Rates

Effective January 1, 2010. All rates are net.

Classified Display Ad Rates

Annual Agreement Rates (Based on Number of Insertions)

RATES	OPEN	4	8	12	24
Per col. inch	\$18.40	\$17.10	\$15.30	\$14.30	\$12.30
Full page	\$2,318.40	\$2,154.60	\$1,927.80	\$1,801.80	\$1,549.80
1/2 page	\$1,159.20	\$1,077.30	\$963.90	\$900.90	\$774.90
1/4 page	\$579.60	\$538.65	\$481.95	\$450.45	\$387.45
1/8 page	\$276.00	\$256.50	\$229.50	\$214.50	\$184.50
1/16 page	\$147.20	\$136.80	\$122.40	\$114.40	\$98.40

Premium Positions

Any specified page: \$2.00 per column inch

Classified Display Color Rates

80 inches or more: \$425.00

Less than 80 inches: \$5.30 per column inch

Translation Fee for Classified Display

\$37.50 for 1/16 page and smaller

\$75.00 per half hour for ads larger than 1/16 page

Deadlines for Classified Display

Space Reservations

Tuesday 5:00 p.m. prior to publication

Materials

Tuesday 5:00 p.m. prior to publication

Camera Ready

Wednesday 5:00 p.m. prior to publication

Materials for Translation

Monday 5:00 p.m. prior to publication

Cancellation

Tuesday 10:00 a.m. prior to publication

Late Cancellation Fee

A 100% cancellation fee will be administered for all ads cancelled after 1:00 p.m. on the Tuesday prior to publication.

Mechanical Specifications

50" Web-broadsheet

6 columns x 21 inches

85 line screen

Broadsheet Column Sizes

Columns	Width
1 column	1.92"
2 columns	3.94"
3 columns	5.96"
4 columns	7.98"
5 columns	10.00"
6 columns	12.00"

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).

Classified Line Upsell Rates

\$30.00 per inch (approximately 20 words)

Border: \$2.00

Icon: \$1.00

Translation Fee for Line Classifieds

1 – 35 words: \$10.00

36 – 70 words: \$20.00

Deadlines for Line Classifieds

Wednesday 1:00 p.m. prior to publication.

Classified Column Widths

(same width as Broadsheet Display ad)

Electronic File Transfer

Ads can be submitted electronically to: ads@eltiempolatino.com

For more information, contact your Washington Post Account Manager, or call 703-248-3667. To reach an El Tiempo Latino representative, call 703-527-7860.