



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.

National Rates

Effective January 1, 2010. All rates are gross.

National Display Ad Rates

Annual Agreement Rates (Based on Inches)

	OPEN	100	500	1,000	2,500	3,000	5,000
Per col. inch	\$40.00	\$36.50	\$36.00	\$34.75	\$34.00	\$33.50	\$33.00
Full page	\$5,040.00	\$4,599.00	\$4,536.00	\$4,378.50	\$4,284.00	\$4,221.00	\$4,158.00
1/2 page	\$2,520.00	\$2,299.50	\$2,268.00	\$2,189.25	\$2,142.00	\$2,110.50	\$2,079.00
1/4 page	\$1,260.00	\$1,149.75	\$1,134.00	\$1,094.63	\$1,071.00	\$1,055.25	\$1,039.50
1/8 page	\$600.00	\$547.50	\$540.00	\$521.25	\$510.00	\$502.50	\$495.00
1/16 page	\$320.00	\$292.00	\$288.00	\$278.00	\$272.00	\$268.00	\$264.00

Premium Positions (includes color)

Any specified page: \$2.35 per column inch

Display Color Rates

80 inches or more: \$500.00

Less than 80 inches: \$6.25 per column inch

Translation Fee

\$75.00 per half hour of translation time (\$75 minimum)

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. one week prior to publication

Materials

Tuesday 5:00 p.m. prior to publication

Materials for Translation

Monday 5:00 p.m. prior to publication

Cancellation

Monday 10:00 a.m. prior to publication

Late Cancellation Fee

A 100% cancellation fee will be administered for all ads cancelled after 10:00 a.m. on the Monday 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).

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.