



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

With a readership of over 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 news boxes at over 1,700 locations including Metro stations, bus stops, retail outlets, embassies, along highly traveled streets and in Hispanic neighborhoods.

2009 Circulation
53,288

Sources: Scarborough 2008, Release 2; ABC Audit, December 31, 2008.

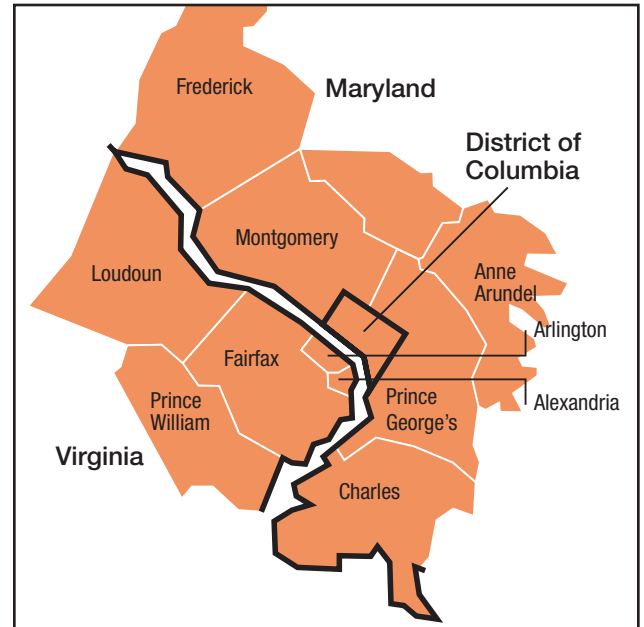
Preprints

Extend your targeted reach in The Washington Post to the area's vital Hispanic market by inserting your preprints into El Tiempo Latino.

ZONE	SHIP
DC	9,050
Full Virginia	21,260
Full Maryland	21,210
Full Run	51,520
Prince William	3,400
Arlington/Alexandria	8,200
Fairfax/Loudoun	9,660
Montgomery/Frederick	14,200
Prince George's/ Anne Arundel/Baltimore	7,010

The Washington Post pre-print rates apply.

Translation services available.



Preprint Order Information

Publication
Weekly on Fridays

Full-run Insert Quantity
51,520

Deadlines

Space Reservations
Wednesday 5:00 p.m. 10 days prior to publication, and before inserts are shipped

Materials
Friday 1:30 p.m. 7 days prior to publication

Preprint Sizes

Flexie: 6" x 7" to 9" x 11"
Tab: over 9" x 11" to 11" x 13"
Standard: over 11" x 13"

Minimum Paper Weight

.005" minimum thickness for single sheets/card/envelopes. Standard broadsheet inserts printed on 30-lb. newsprint must be 8 pages minimum. Inserts of less than 8 pages must be quarter-folded for insertion. Standard tabloid-page inserts printed on 30 lb. stock must be minimum of 8 pages.

Delivery

The Washington Post Springfield Plant
7171 Wimsatt Road
Springfield, VA 22151

Delivery Hours
Fridays 6:30 a.m. to 1:30 p.m.

Packing/Shipping

A separate pallet marker and bill of lading is required for each shipment.

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.