

# Front Page Advertising

- Unprecedented opportunity for your advertising dollars
- Highest visibility reaching over 100,000 readers per week
- New and unique positioning galvanizes your brand

## 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.



## Rate:

**\$500.00**

Rate is commissionable

## Deadlines:

Space reservations

Friday 5 p.m.

one week prior to publication.

## Materials:

Tuesday 5 p.m.

prior to publication

## Materials for Translation:

Monday 5 p.m.

prior to publication

## Cancellation:

Monday 10 a.m.

prior to publication

Average Issue Circulation

**53,288**

Sources: Scarborough 2009, Release 2; ABC Audit, December 31, 2008.

El Tiempo Latino is audited by the Audit Bureau of Circulations.

**Actual Size  
 3.94" x 0.75"**

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