



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.

El Tiempo Latino's automotive marketplace...

Motor

Motor is a weekly, full-color tabloid section of El Tiempo Latino featuring automotive-related editorial content and eye-catching display advertising. With automotive news, tips and advice each week, Motor has broad appeal, reaching both active and passive car shoppers alike.

Attractive advertising environment

- All pages full color
- All advertising in color and all display
- Front page position available

High visibility

The weekly Motor section serves as the outer wrap for the issue's preprinted advertising inserts.

Readers can't miss it.



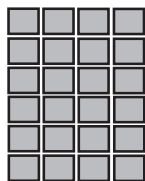
See rate information on the reverse side ►

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.

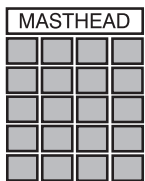
Local Automotive Rates

Effective February 1, 2010. All rates are gross.

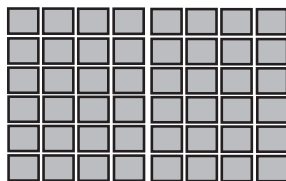
Available Ad Sizes



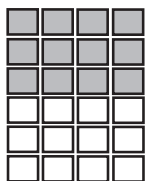
FULL
W: 10"
H: 11.5"



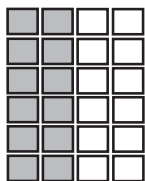
FRONT PAGE
W: 10"
H: 9.5"



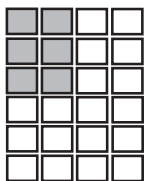
DOUBLE TRUCK
W: 20"
H: 11.5"



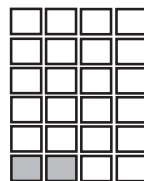
1/2 HORIZ.
W: 10"
H: 5.6528"



1/2 VERT.
W: 4.9165"
H: 11.5"



1/4 PAGE
W: 4.9165"
H: 5.6528"



BUSINESS CARD
W: 4.9165"
H: 2.8237"

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.

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).

Rates

Local (Net Rates)

Front Page	\$650.00
Full Page	\$650.00
Double Truck	\$1,350.00
1/2 Page Horizontal	\$350.00
1/4 Page	\$150.00
Business Card ad	\$75.00

Prices are inclusive of color
Position premiums: 15%

Commission

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

Translation Fee

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

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