



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.

Real Estate & Mortgage Rates

Effective January 1, 2010. All rates are net.

Real Estate Agent and Mortgage Company Display Ad Rates

Annual Agreement Rates*
(Based on Number of Insertions)

Rates	Open	8	12	24
Per col. inch	\$16.00	\$13.00	\$12.00	\$10.00

Display Color Rates

80 inches or more: \$425.00

Less than 80 inches: \$5.30 per column inch

Translation Fee

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

*A signed agreement is required to qualify for annual contract rates.

Casas is the weekly feature of El Tiempo Latino that covers everything related to owning or renting a home — neighborhoods, real estate agents, new properties/new home developments, landscaping, gardening, decorating and more. It reaches Spanish-speaking readers who are interested in buying, selling, furnishing and improving their homes. That makes **Casas** the perfect place for you to introduce and promote your communities and properties. It's the perfect advertising environment for: Real Estate Agents, Lenders, Commercial Brokers, Residential Brokers and Leasing Agents.



Deadlines

Space Reservations
Friday 5:00 p.m. one week prior to publication

Materials
Monday 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.