



ADVERTISING RATE CARD

READERSHIP OVERVIEW & PRODUCTION SPECS

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El Perico is the Omaha Metro area's premier, bilingual newspaper, serving the heart of the Latino community in Nebraska and Western Iowa, with an estimated population over 78,000 with 93% growth between 2000 and 2010. With a median age of 23, Latinos now represent over \$1 billion in local spending with emerging brand affiliations and growing needs in every product and service category.

DISTRIBUTION. **El Perico** is circulated in highly concentrated Spanish-speaking areas in the Metro area by means of racks in Stores, Community Centers, Schools, Hospitals, Colleges, Special Events and Churches. A portion of our distribution is handled by Community Leaders and Organizations, and direct mail. Distribution cities include Omaha & Council Bluffs. The newspaper is delivered every Thursday (See deadlines for more details.)

PRODUCTION SPECS. **El Perico** is a four column, tabloid newspaper printed on 25" coldset web press. We accept the following formats in order of preference: PDF (without any security settings), EPS, JPEG and TIFF. We can also accept the following files **if images and fonts** are included: InDesign 3.0-CC, Photoshop 7-CC, Illustrator 8-CC. **Images must be at least 200 dpi and CMYK or greyscale.**

SEND ARTWORK TO
production@thereader.com

OTHER CHARGES/DISCOUNTS
Process Color\$150/ad
Placement Charge25%
Camera-Ready Discount10%
PRODUCTION CHARGES
Basic ad composition is free.
Contract creative production, web, illustration or camera work is available upon request.

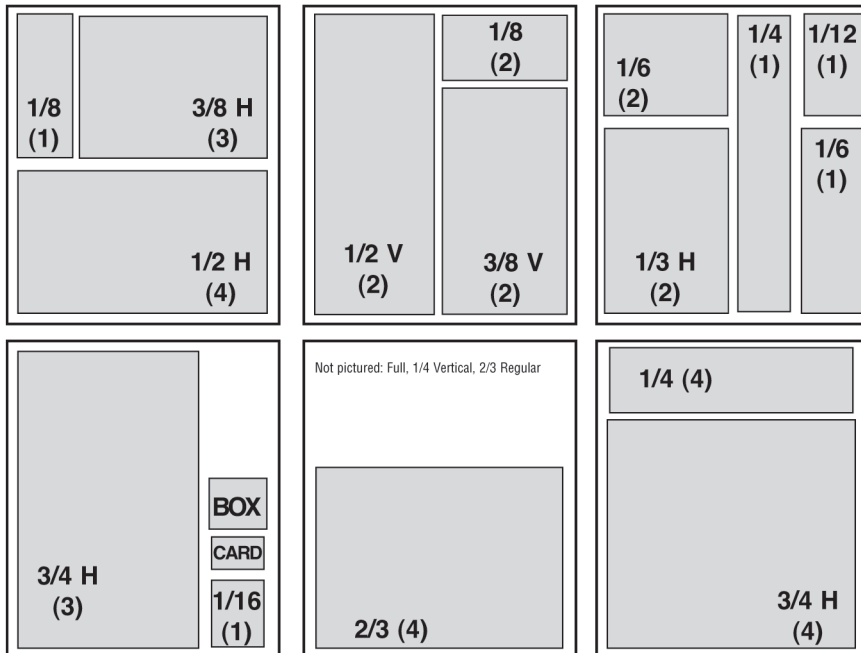
PAYMENTS
To keep our rates affordable, we have a limited credit policy and require payment in advance of publication unless credit has been established. Credit accounts receive monthly statements and incur late fees. Weekly invoices and tearsheets available upon request.

PAYMENT DEADLINE
FRIDAY AT 5 PM

LOCAL FREQUENCY RATES						
	1-5 x	6-12 x	13-25 x	26-39 x	40-51 x	52 x
Full Page	924	767	746	666	622	613
3/4 page	719	594	567	519	486	473
1/2 Page	462	412	386	373	340	333
3/8 page	386	321	297	284	273	260
1/4 Page	275	224	204	193	188	186
1/8 Page	147	120	111	102	98	97
1/16 Page	78	64	59	56	53	51
Box Ad			43	39	38	37

SPACE RESERVATION: FRIDAY 3 PM

AD PRODUCTION DEADLINE THURSDAY 12 PM PRIOR TO PUBLICATION
CAMERA READY ARTWORK FRIDAY 12 PM PRIOR TO PUBLICATION



STANDARD SIZES • PRODUCTION SPECS			
El Perico is a 4 column tabloid style weekly Ads are quoted in modular sizes and frequency.			
SIZE	COLUMNS	WIDTH NCHES	DEPTH NCHES
Full	4	10	10
3/4 Horizontal	4	10	7.5
3/4 Vertical	3	7.5	10
1/2 Vertical	2	4.9	10
1/2 Horizontal	4	10	4.9
3/8 Horizontal	3	7.5	4.9
3/8 Vertical	2	4.9	7.5
1/4 Strip	1	2.4	10
1/4 Vertical	2	4.9	4.9
1/4 Horizontal	4	10	2.4
1/8 Vertical	1	2.4	4.9
1/8 Horizontal	2	4.9	2.4
1/16	1	2.4	2.4
Box Ad	1	2.4	1.15

INSERTS: 4 pages & less \$50/m 8 pages \$75/m 12 pages \$100/m (\$500 minimum) Due Friday prior to publication at the printer. Please ask your Sales Representative for address and details.