

# MEDIA KIT

2015

1989 • 2015  
www.elmundonewspaper.com

The beginning  
of your succes  
with the  
**hispanic  
community**

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Austin, TX 78702  
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The Leading Weekly Spanish  
Newspaper for Central Texas



## Celebrating 26 years of service to the Hispanic Community!

—1989-2015—

- El Mundo Newspaper is Austin's largest and oldest Spanish language newspaper.
- El Mundo Newspaper is a rich source of local, regional, and international news on topics including entertainment, sports, and community activities and resources.
- Due to the success of our products and our understanding of the Hispanic market, we pride ourselves in being the voice of the Hispanic community of Central Texas.
- El Mundo Newspaper knows the market because we are the market. Our staff of professionals are from more than 6 different Spanish-speaking countries. Although we all have different tastes in food, music, and even words, we all share a passion for serving the Hispanic community... our community!
- We offer our clients not only our newspaper, but also a thorough understanding of the Central Texas Hispanic consumer to help them make the appropriate marketing decisions.

### **MISSION**

To inform, educate, and entertain the Hispanic communities in our geographical distribution areas.

### **VISION**

To be the voice of, and the link to, the Hispanic communities in our geographical distribution areas.

#### **Integrity**

- We are an honest, accountable and highly responsible trustee of the Hispanic community's communication needs.

#### **Attitudes**

- We reflect a CAN DO spirit. We are goal and results-oriented. We direct our time and attention toward critical mission and vision directed activities. We strive to keep actions simple, understandable, and easy to implement. We are committed to do whatever it takes to get the job done.

#### **Excellence**

- We are committed to business excellence and utilization of Total Quality Management techniques of focus on customer satisfaction supported by continuous improvements in everything we do. We strive to 'do the right things right, the first time'.

#### **Business Objective**

- To develop and grow a profitable communications business by achieving our Mission and Vision with consistent performance.



**MOST POPULAR SIZES**

SIZE	RATES		<p><b>COLUMN INCH RATES</b></p> <p><b>BLACK &amp; WHITE \$25</b></p> <p><b>FULL COLOR \$28</b></p>
2X4"	\$200 BW \$224 FC		
2X5"	\$250 BW \$280 FC		
1/8 3 COL X 5"	\$375 BW \$420 FC		
1/4 3 COL X 10"	\$750 BW \$840 FC		
Jr. Page 5 COL X 17"	\$2,125 BW \$2,380 FC		
1/2 6 COL X 10.75"	\$1,612 BW \$1,806 FC		
1 Page 6 COL X 21.5"	\$3,225 BW \$3,612 FC		



**FIXED POSITION 15% EXTRA**

**DIMENSIONS**

<p><b>Full</b> 6 col. x 21.5" (11" x 21.5")</p>	<p><b>Jr. Page</b> 5 col. x 17" (9.1962" x 17")</p>	<p><b>1/2 Page</b> 6 col. x 10.75" (11" x 10.75")</p>	<p><b>1/4 Page</b> 3 col. x 10" 5.4511" x 10"</p> <p><b>1/4 Page</b> 6 col. x 5" 11" x 5"</p>
<p><b>1/8 Page</b> 3 col. x 5" 5.4511" x 5"</p>	<p><b>1/16 Page</b> 3 col. x 3.33" 5.4511" x 3.33"</p>	<p>2 col. x 5" 3.5785" x 5"</p>	<p>2 col. x 4" 3.5785 x 4"</p>

**INSERTS (FSI)**

• **El Mundo Newspaper** accepts free standing inserts. The minimum accepted is 10,000 and a maximum of 40,000 per edition.

	<b>COST PER IK</b>
Single Sheet	<b>\$55</b>
4-8 Page Tab	<b>\$65</b>
12-16 Page Tab	<b>\$70</b>
20-28 Page Tab or Flexi	<b>\$75</b>

**MECHANICAL SPECIFICATIONS**

**Page size:** PASS Format Broadsheet  
**Dimensions:** 6 Columns x 21.5" (SAU 129)  
**Screen:** 65 line screen

**DISPLAY ADS BY COLUMN WIDTH**

<b>1 Column</b> 1.6794"	<b>2 Columns</b> 3.5785"	<b>3 Columns</b> 5.4511"
<b>4 Columns</b> 7.3236"	<b>5 Columns</b> 9.1962"	<b>6 Columns</b> 11"

**Spread: 22.82" x 21.50"**

**CLASSIFIED ADS BY COLUMN WIDTH**

<b>1 Col.</b> 1.2378"	<b>2 Col.</b> 2.6422"	<b>3 Col.</b> 4.0446"	<b>4 Col.</b> 5.4511"
<b>5 Col.</b> 6.8565"	<b>6 Col.</b> 8.2599"	<b>7 Col.</b> 9.6644"	<b>8 Col.</b> 11"

**ISSUE & DEADLINE**

- **El Mundo Newspaper** is published every Thursday, except the first week of the year.
- **Camera Ready Ads Reservation:** Friday preceding publication date, at 5pm.
- **Materials:** Monday before 2pm.
- **For Non-Camera Ready Ads, space reservation and materials:** Monday before publication date at 5pm.

**DIGITAL ARTWORK**

- When providing digital artwork, ads must be submitted in Macintosh format with images at a resolution of 200 DPI.
- Ads must be accompanied by any and all artwork files and fonts used to create the ad if not providing a flattened, press-ready PDF.
- **Color Ads:** Must be CMYK. A color proof is required.
- **Email:** Please archive files as .Zip or .Sit before sending via email.

AUDITED  
AND CERTIFIED

CIRCULATION  
VERIFICATION  
COUNCIL



Zip Code	City/Area	County	Controlled Bulk	Office/ Restock	TOTAL
76574	Taylor	Williamson	415	0	415
78130	New Braunfels	Comal	265	0	265
78155	Seguin	Guadalupe	575	0	575
78201	San Antonio	Bexar	2,030	0	2,030
78204	San Antonio	Bexar	250	0	250
78205	San Antonio	Bexar	280	0	280
78207	San Antonio	Bexar	1,505	0	1,505
78210	San Antonio	Bexar	610	0	610
78211	San Antonio	Bexar	670	0	670
78212	San Antonio	Bexar	300	0	300
78213	San Antonio	Bexar	555	0	555
78214	San Antonio	Bexar	1,520	0	1,520
78216	San Antonio	Bexar	420	0	420
78217	San Antonio	Bexar	100	0	100
78218	San Antonio	Bexar	15	0	15
78219	San Antonio	Bexar	75	0	75
78220	San Antonio	Bexar	470	0	470
78221	San Antonio	Bexar	1,145	0	1,145
78222	San Antonio	Bexar	95	0	95
78223	San Antonio	Bexar	1,135	0	1,135
78224	San Antonio	Bexar	220	0	220
78225	San Antonio	Bexar	110	0	110
78227	San Antonio	Bexar	310	0	310
78228	San Antonio	Bexar	1,720	0	1,720
78229	San Antonio	Bexar	35	0	35
78237	San Antonio	Bexar	645	0	645
78238	San Antonio	Bexar	10	0	10
78240	San Antonio	Bexar	25	0	25
78245	San Antonio	Bexar	125	0	125
78247	San Antonio	Bexar	35	0	35
78251	San Antonio	Bexar	285	0	285
78602	Bastrop	Bastrop	430	0	430
78610	Buda	Hays	145	0	145
78612	Cedar Creek	Bastrop	140	0	140
78613	Cedar Park	Williamson	300	0	300
78617	Del Valle	Travis	505	0	505
78621	Elgin	Bastrop	420	0	420
78626	Georgetown	Williamson	335	0	335
78628	Georgetown	Williamson	320	0	320
78634	Hutto	Williamson	50	0	50
78640	Kyle	Hays	440	0	440
78641	Leander	Williamson	185	0	185





# Distribution

Zip Code	City/Area	County	Controlled Bulk	Office/ Restock	TOTAL
78644	Lockhart	Caldwell	240	0	240
78652	Manchaca	Travis	55	0	55
78653	Manor	Travis	720	0	720
78660	Pflugerville	Travis	475	0	475
78664	Round Rock	Williamson	805	0	805
78666	San Marcos	Hays	1,045	0	1,045
78681	Round Rock	Williamson	150	0	150
78701	Austin	Travis	1,165	100	1,265
78702	Austin	Travis	2,640	150	2,790
78703	Austin	Travis	60	0	60
78704	Austin	Travis	2,025	0	2,025
78705	Austin	Travis	150	0	150
78717	Austin	Williamson	10	0	10
78719	Austin	Travis	260	0	260
78721	Austin	Travis	140	0	140
78722	Austin	Travis	285	0	285
78723	Austin	Travis	1,885	100	1,975
78724	Austin	Travis	595	0	595
78726	Austin	Travis	15	0	15
78727	Austin	Travis	75	0	75
78728	Austin	Travis	145	0	145
78729	Austin	Williamson	60	0	60
78731	Austin	Travis	75	0	75
78734	Austin	Travis	120	0	120
78735	Austin	Travis	115	0	115
78741	Austin	Travis	2,925	0	2,925
78744	Austin	Travis	1,255	0	1,255
78745	Austin	Travis	2,675	0	2,675
78746	Austin	Travis	5	0	5
78747	Austin	Travis	50	0	50
78748	Austin	Travis	85	0	85
78750	Austin	Travis	175	0	175
78751	Austin	Travis	300	0	300
78752	Austin	Travis	1,245	0	1,245
78753	Austin	Travis	2,585	75	2,660
78754	Austin	Travis	215	0	215
78756	Austin	Travis	45	0	45
78757	Austin	Travis	400	0	400
78758	Austin	Travis	1,490	0	1,490
78759	Austin	Travis	45	0	45
78762	Austin	Travis	50	0	50
<b>TOTAL</b>			<b>46,075</b>	<b>425</b>	<b>46,500</b>

**AUDITED AND CERTIFIED**



“CVC interviews indicated that over **95%** of reported controlled bulk drop locations received **EL MUNDO AUSTIN - SAN ANTONIO** on regular basis.”



## OUR DISTRIBUTION INCLUDES:

- Newspaper Racks
- Retail Locations in Austin, San Antonio and surrounding areas.
- Mailed Subscriptions.

