

"CALIDAD INFORMATIVA EN ESPAÑOL"

SEMANA(((NEWS)))

WWW.SEMANANEWS.COM

10425 S.W. PLAZA DR.,
HOUSTON, TEXAS 77074
PHONE (713) 774-4652
FAX (713) 270-7219

EFFECTIVE JANUARY **2017**

SemanaNews is Houston's largest weekly Spanish-language newspaper published by **Newspan Media**. SemanaNews has been committed to provide the Hispanic community with concise, relevant, accurate, and newsworthy coverage since 1992.

Our mission:

Offer our community a medium where they can get informed on issues relevant to them on local and national happenings.

How is done:

With a group of professional journalists of diverse Latin nationalities who understand the needs and concerns of our readers and serve as a voice for them. **SemanaNews** strives to provide the most relevant news to our Hispanic community by targeting our consumers' needs and wants.

SemanaNews has developed the efficient and practical *Newspan Media Home Delivery System*, that guarantee the most effective print vehicle for your advertising and key messages. By utilizing various proprietary data sources, we have been able to target neighborhoods in the greater Houston area that seek news and product information in Spanish.

SemanaNews is delivered every Thursday with a weekly print circulation of 116,000 copies reaching about 400,000 consumers and is CAC audited.

Digitally we are connected via www.semananews.com

www.facebook.com/semanahouston

twitter.com/semanahouston

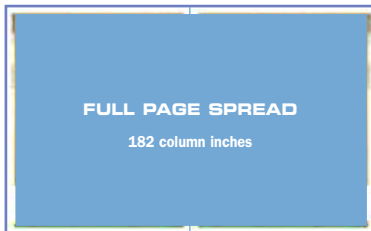
[instagram.com/semananewshouston](https://www.instagram.com/semananewshouston)

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ADS BY SIZE

EFFECTIVE JANUARY **2017**



Ad Specs: 22" X 13"
14col. x 13in. = 182 column inches



Ad Specs: 10.5' X 13"
7col. x 13in. = 91 column inches



Ad Specs:
5col. x 12.5in. = 62.5 column inches



Ad Specs: 10.5" x 6.5"
7col. x 6.5in. = 45.5 column inches



Ad Specs: 5.833" x 7.5"
4 col. x 7.5in. = 30 column inches



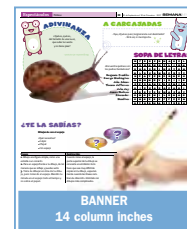
Ad Specs: 2.833" x 12.5"
2col. x 12.5in. = 25 column inches



Ad Specs: 5.833" x 6"
4col. x 6in. = 24 column inches



Ad Specs: 10.5" x 4"
7col. x 4in. = 28 column inches



Ad Specs: 10.5" x 2"
7col. x 2in. = 14 column inches



Ad Specs:
3col. x 7in. + 4col. x 4in. = 37 column inches



Ad Specs:
2col. x 12.5in. + 2col. x 12.5in. = 50 column inches



Ad Specs:
7col. x 2in. + 7col. x 2in. = 28 column inches

NATIONAL RATES

EFFECTIVE JANUARY 2017

DISPLAY ADS

Frequency	Col. In.
Open	\$62.76
4x	\$59.63
12x	\$56.48
24x	\$53.35
48x	\$50.21

Full page (7X13) is 91 col.

* All prices shown here are gross.

Premium Position Charges

Back cover.....	20% premium
Inside back cover.....	15% premium
Centerfold.....	10% premium
Front cover banner.....	15% premium

premium, respectively

Color (Gross)

Spot.....	\$307.09
Process CMYK.....	\$951.57

- These prices do not guarantee fixed position.
- Fixed positions are subject to a premium charge.

Ad Specs

1 col.	1.3331 in.
2 col.	2.833 in.
3 col.	4.333 in.
4 col.	5.833 in.
5 col.	7.333 in.
6 col.	8.833 in.
7 col. (Full Page).....	10.5 in. x 13 in.
Double Truck	22 in. x 13 in.
Page Depth.....	13 in.

- If exact color matching is required, color proof must be provided by the purchaser.
- Camera ready Ads (Film or reflective artwork not accepted).
- Electronic copy by preferred file type (PDF, EPS, QXD, TIF, JPEG).

For detailed mechanicals please refer to the AD SPECS page.

Please send artwork to:

adsend TXHOS
email: ads@semananews.com
Or SemanaNews, 10425 S.W. Plaza Dr.
Houston, TX 77074

Display Deadlines

PUBLICATION DAY IS SUNDAY

- Space reservations due by Monday, prior to publication at 5 p.m.
- Translations due by Thursday 12:00am*, a week prior to publication.
- Materials due by Tuesday by 5:00pm*, prior to publication.
- Any ads arriving on Wednesday will be scheduled for the following week.

PREPRINTED INSERTS

No. Pgs.	Cost per thousand	
	Full Run*	Partial**
Card	\$61.24	\$68.24
4Tab/2Std/8Flexie	\$64.61	\$71.26
8Tab/4Std/16Flexie	\$65.98	\$72.70
12Tab/6Std/24Flexie	\$70.73	\$77.94
16Tab/8Std/32Flexie	\$73.61	\$81.15
20Tab/10Std/40Flexie	\$74.98	\$82.67
24Tab/12Std/48Flexie	\$79.36	\$87.53
32Tab/16Std/64Flexie	\$83.81	\$91.80

**Minimum 60,000

- For additional sizes add \$4.28 for every two (2) pages.
- Minimum preprinted insertion charge \$2,000.90
- Maximum size of FSI is 10 in. x 12 in.
- All prices based on preprints delivered to our dock.
- Samples of preprints must be submitted for prior acceptance.
- Frequency discounts for pre-prints available upon request.
- Zoned circulation for preprints. (Premium fee and minimum applies)

Reservations: 10 working days prior to day of publication.

Delivery: 7 working days prior to day of publication.

Shipping instructions: All pre-prints must be shipped on pallets or skids, must be doublebanded both directions. Maximum pallet height 5ft. Maximum weight 2500 lbs per skid or pallet.

Deliver to: VALUE PRESS

C/O: SemanaNews

Att: Armando Molinarez
e-mail: armando@valuepress.net
10425 Southwest Plaza Drive
Houston, Texas, 77074

Receiving Hours: Monday-Friday - 8:00 a.m - 5:00 p.m

Phn: (713)-778-9570 or (713)-270-6524

*Closed on holidays.

ADVERTISING OPPORTUNITIES INCLUDE:

Run Of Press, Classified and Pre-Printed Inserts.

DISPLAY CLASSIFIEDS

Open Rate per column inch \$41.19*
Color 20% additional

* Net rate
(Classified = 6 column)

Classified Deadlines

- Ads due by Tuesday prior to publication at 5pm.
- Classified office hours 9am-6pm. M-F.

Ad Specs

1 col.	1.6 in.
2 col.	3.33 in.
3 col.	5 in.
4 col.	6.8 in.
5 col.	8.25 in.
6 col.	10.5 in.
Page Depth.....	12.5 in.

- Advertisers must check ads for accuracy on the first day of publication.
- We do not accept complaints after 2nd week.
- The publisher reserves the right to cancel any ad at any time.
- * All times CST.

GENERAL POLICY

Political advertising must be paid in advance of publication. Ads must be labeled "Paid political advertisement" (They should be paid before Space deadline ends) No advertising can be canceled after normal deadlines. If an ad must be pulled out after normal deadline, the space must be used on the next edition by the advertiser, or the advertiser will be billed the original space ordered. Inserts cancel after deadline (less than 10 days in advance), late-arriving inserts, or inserts improperly folded, skidded or trimmed will be charged an additional handling fee, based on costs incurred by SemanaNews. Fail to comply with minimum dollar frequency agreement amount will incur in charging full price as shown on SemanaNewspaper current Rate Card. A 2% discount will be awarded if paid within ten (10) days after publication. Recognized advertising agencies will be honored a 15% commission. *1 Contract of frequency/volume rates are earned within a continuous 12 month period beginning with week of first insertion. Non-contract advertisers will be billed at the "open rate". Position requests will be accommodated when possible, but not guaranteed, unless the premium position rate is paid. Multiple insertion within one issue may count toward the volume/frequency rate for the units used. All prices subject to change without notice. - Political advertising copy must be paid in advance of publication. *1 Payment must be made on, or before the last day of the month following advertising, to avoid gross rate to be charged.

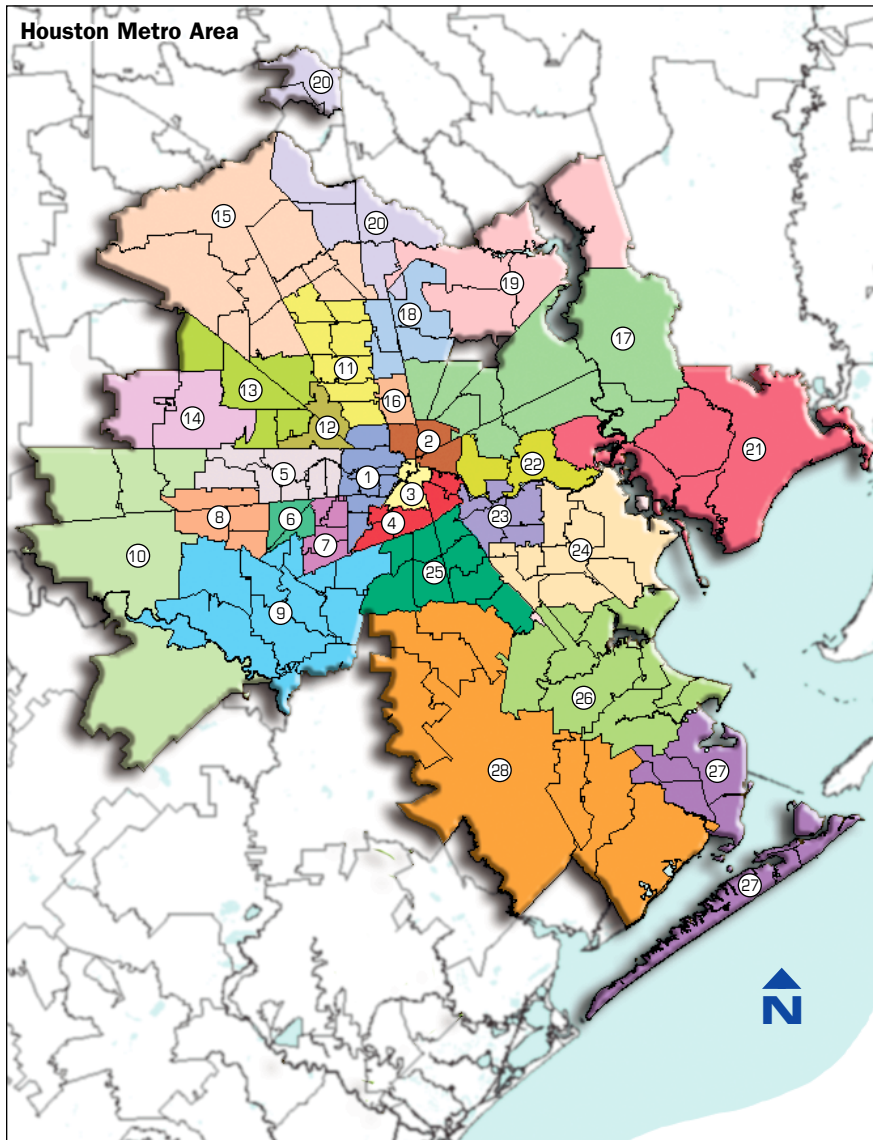
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SEMANA COVERAGE

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Since 1992, SemanaNews has set the standard for excellence in Hispanic news, sports, and entertainment reporting. Weekly, SemanaNews reaches nearly half a million Hispanics, as well as an international cadre of readers on its website. With over 5,000 distribution points, SemanaNews provides one of the most comprehensive communication gateways to Houston's Hispanic Community.

ZONE		Number of Copies
	1	2,570
	2	9,822
	3	860
	4	6,446
	5	3,589
	6	7,377
	7	4,056
	8	8,354
	9	3,222
	10	1,690
	11	5,518
	12	6,866
	13	4,484
	14	1,813
	15	2,892
	16	4,397
	17	5,020
	18	6,711
	19	1,489
	20	3,018
	21	2,225
	22	2,129
	23	10,910
	24	3,519
	25	3,669
	26	1,009
	27	1,459
	28	1,684
		116,798

DOOR-2-DOOR DELIVERY

SemanaNews' door-to-door delivery program is one of our proudest accomplishments. In a proverbial nutshell, it's a state-of-the-art geo-demographic targeting delivery system. This reliable delivery program provides for a targeted coverage of Hispanic consumers throughout Houston. Also, GPS verification tracking provides for a greater delivery assurance — a proven delivery media for Fortune 1000 companies. The SemanaNews' door-to-door delivery system is designed to be a measurable delivery method, capable of generating positive ROI and is a great delivery mechanism for product sampling.

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CONTACT US

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**ADVERTISING
DEPARTMENT**

NATIONAL SALES MANAGER

PHONE 713 774 4652

e-mail advertising@semananews.com

EDITORIAL

PHONE 713 774 4652

e-mail editorial@semananews.com