



Established 1980

NEVADA'S MOST RECOGNIZED & READ  
WEEKLY HISPANIC PUBLICATION

<b>CIRCULATION</b> 35,500 Copies Weekly • CVC Audited	<b>DISTRIBUTION</b> 600 Delivery Points	<b>REPUTATION</b> Serving the Community since 1980
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**Why EL MUNDO ?**  
**Because ...**  
35,500 circulation with a  
99.8% Pickup Rate  
Reaching Hispanics in Clark  
County since 1980

**Prime Position Subject To  
Availability & Market Price**

**Don't let the fastest  
growing market  
pass you by**

Awarded " Best Hispanic Print Media " by the Latin Chamber of Commerce  
Winner of 36 National Hispanic Print Awards

**Rates for Year  
2008/09**

Per Colum Inch Rate  
**\$15.50** Local  
Open Rate

**\$16.50** National  
Open Rate

**\$100 Per Color NET**

**DISTRIBUTION  
County Wide**  
\*Found in  
Mainstream  
Locations  
+ Hispanic  
Businesses  
  
\* Von's  
\* Terrible Herbst  
\* Sav-on  
\* Kmart  
\* Arco Am-Pm  
\* Blockbusters  
  
\*Distribution limited  
to some stores and locations

**Full  
Page**  
  
10" x 16"  
  
**\$1488**  
Local Rate / Per Issue

**Half  
Page**  
  
Horizontal  
10" x 7"  
  
Vertical  
6 3/4" x 10.5"  
  
**\$651**  
Local Rate / Per Issue

**1/4  
Page**  
  
Horizontal  
6.5" x 5"  
  
Vertical  
5" x 7"  
  
**\$325.50**  
Local Rate / Per Issue

**1/8  
Page**  
  
Horizontal  
5" x 3 .25"  
  
Vertical  
3.25" x 5"  
  
**\$155**  
Local Rate / Per Issue

**SPACE RESERVATION ONE  
WEEK PRIOR**  
**DEADLINE FOR ALL AD CHANGES**  
**WEDNESDAY by 2:00 NO EXCEPTIONS**  
  
TRANSLATIONS PREPARED BY EL MUNDO  
ARE DUE ONE WEEK PRIOR TO RUN DATE

**DESIGN PROGRAMS  
ACCEPTED**

Acrobat	7.0
Indesign	CS2
Photoshop	CS2
Illustrator	CS2

10" x 2 .5"  
**Banner**  
**\$232.50**  
Local Rate / Per Issue

**2 col X 4"**  
3.25" x 4"  
**\$124**  
Local Rate / Per Issue

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**Proud Members  
of**  
National Association of  
Hispanic Publications  
Hispanic Owned Newspapers  
L.V. Chamber of Commerce  
N.L.V. Chamber of Commerce  
Latin Chamber of Commerce  
Henderson Chamber of Commerce

**2 col X 3"**  
3.25" x 3"  
**\$93**  
Local Rate / Per Issue

**2 col X 2"**  
3.25" x 2"  
**\$62**  
Local Rate / Per Issue