WHERE ARE we?

Chester County PA
West Chester, Coatesville,
Kennett Square,
Toughkenenon, West Grove,
Avondale, Oxford

New Castle County DE
Claymont, Wilmington,
Hockessin, Newport, Elsmere,
Bear, New Castle,
Newark, Glasgow, Middletown

Cecil County MD
Marydel, Elkton

Kent County DE
Smyrna, Dover,
Camden, Milford

Sussex County DE
Seaford, Georgetown, Laurel,
Rehoboth, Selbyville,
Delmar, Lewes, Milton

Wicomico County MD
Salisbury

CONNECTING THE HISPANIC COMMUNITY TO AMERICA

EL TIEMPO HISPANO

SIEMPRE A TIEMPO
ALWAYS ON TIME

8,000 print copies
6,500 internet subscribers
470 distribution locations
El Tiempo seeks to embrace Delaware Hispanics of every social and economic strata. We reach the executives in corporations who have made our state their home to the thousands immigrating in search of new prosperity. It is our mission to report local, statewide and global issues of importance not only to Hispanics but to all citizens of the state.

Editorial Profile

A strong emphasis is given to local news and community events taking place around the state, (New Castle, Kent and Sussex Counties) as well as neighboring counties: Chester County, PA, Wicomico and Cecil Counties, MD. Our plans are to cover the entire Delaware Valley.

Our local news is immediate and topical

Education
Health
Legal and financial advice
Business
Sports
Family
Performing Arts
Youth column

*SPECIAL SECTION: “Who’s Who in the Community”, recognizing Hispanics contributions, acheivements and role models for the community

Overview

El Tiempo is Delaware’s ONLY bi-lingual bi-weekly print and online newspaper. Our bilingual format invites both newly arrived and acculturated Hispanics to keep informed. We are not a cut and paste of generic Hispanic news from external sources. We seek out and actively report on social, educational, political and cultural issues focused on Hispanics but important to non-Hispanic Delawareans as well. As the mainstream newspapers are losing readership to the web, due to cultural issues many of our loyal readers rely on the printed paper. Our newly revamped web site will create an even stronger interactive bond between El Tiempo and the Hispanic community...and beyond. Online we will become a DAILY paper printed every other week.
**Newspaper Association of America Statistics**

Newspapers are THE medium most frequently used by Hispanics to check advertising information,

- 56% - Newspapers
- 14% - Direct mail
- 11% - Internet
- 8% - TV

Spanish-language newspapers are the most influential on purchasing decisions.

- Ads in Spanish are 61 percent more effective and 4.5 times more persuasive
- Latinos demonstrate higher than average brand loyalty.
- Cultural reasons explain why Hispanics or Latinos read newspapers more than other groups.

“They trust the paper, they can see it on TV, they can see it online, but ... the paper has that sense of ultimate authority.”

[**SOURCE** National Association of Hispanic Publications]

**Distribution / Circulation**

- 8,000 print copies
- 6,500 internet subscribers
- 470 distribution locations

El Tiempo's print and online distribution networks draw over 25,000 bi-weekly readership. Distribution points include Hispanic-owned businesses, libraries, government buildings and offices, news stands in local stores, agencies, medical offices, churches, community center and social service agencies.

**Three State Readership**

- 25,000 statewide
- New Castle County 35%
- Kent County 10%
- Sussex County 30%
- MD 5%
- PA 5%

**TOTAL DE POPULATION**

843,524 - 100%

**HISPANICS IN DE**

50,611 - 8.6%

**MEDIAN HOUSEHOLD INCOME**

$ 43,320

**HOUSEHOLD SIZE**

3.8

**NON ENGLISH FLUENT HISPANICS IN DE**

50.5 %

**SPANISH SPEAKERS**

93.2 %

**MEDIAN AGE**

35.9 years old

**GENDER**

53% Male - 47% Female

**MARITAL STATUS**

42% Married - 33% Single - 18% Divorced - 7% Widowed

**EMPLOYMENT STATUS**

Employed 90%

**BUSINESS**

Hispanic Owned 2.1%

**ETHNIC BACKGROUND**

Mexican 49.9 % - Puerto Rican 27.5 % - Cuban 2.0 %

Other Hispanics or Latino 20.3 %

**EDUCATION**

High School 26.4 % - Some College 21.1 % - Bachelor or + 15.4 %

**AGE GROUPS**

18-24 12.8 % - 25-44 51.1 % - 45-54 12.7 %

55+ 11 %

**HOUSING STATUS**

Own 53% - Rent 47%

**HISPANIC POPULATION GROWTH IN DE**

New Castle Co. 123% - Kent Co. 60% - Sussex Co. 369 %
<table>
<thead>
<tr>
<th>Plans</th>
<th>Cost per inch</th>
<th>Rateholder (4 col. in.)</th>
<th>Eighth-Page (12 col. in.)</th>
<th>Quarter-Page (24 col. in.)</th>
<th>Half Page (48 col. in.)</th>
<th>Full Page (96 col. in.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN RATE</td>
<td>$14.00</td>
<td>$56.00</td>
<td>$168.00</td>
<td>$336.00</td>
<td>$672.00</td>
<td>$1,344.00</td>
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<tr>
<td>4-9 weeks</td>
<td>$12.50</td>
<td>$50.00</td>
<td>$150.00</td>
<td>$300.00</td>
<td>$600.00</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>10-15 weeks</td>
<td>$10.00</td>
<td>$40.00</td>
<td>$120.00</td>
<td>$240.00</td>
<td>$480.00</td>
<td>$960.00</td>
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<tr>
<td>16-23 weeks</td>
<td>$ 8.50</td>
<td>$ 34.00</td>
<td>$ 102.00</td>
<td>$204.00</td>
<td>$408.00</td>
<td>$ 816.00</td>
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</tbody>
</table>

Classifieds 1 column inch: $45 per 3 weeks (minimum)

**COLOR CHARGES** - Process color per AD: $75.00

AD RATES SUBJECT TO CHANGE UPON 30-DAY NOTICE TO ADVERTISERS

ALL RATES AND PRICES ARE NET

**FULL PAGE** is 6 columns x 16” equals 96 column inches and is built 10-1/3” x 15-5/6”

**COLUMN WIDTHS**

**COLUMNS** are 9-1/2 picas (1-9/16 inches) wide. Gutters between columns are one pica, giving an overall page width of 62 picas or 10-5/16 inches.

1 col = 1-9/16”  |  2 col = 3-5/16”  |  3 col = 5-1/16”  |  4 col = 6-13/16”  |  5 col = 8-9/16”  |  6 col = 10-5/16”

⇒ We accept files in PDF - JPEG - EPS | All PC
⇒ We can provide design services to our advertisers for $50 per hour.
Please inform us of your interest when reserving space
⇒ DEADLINES > Camera ready Tuesday - 5 pm | Classifieds Wednesday - 1 pm before publication
| ADS requiring production Mondays - 5 pm before publication

FOR MORE INFORMATION, PLEASE CALL 302-588 9584
ads@eltiempohispano.com
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Hola Delaware
Building Bridges for the Hispanic Community

GENERAL MANAGER
Maríanelly Vera
123 Rosemary Court, Bear, DE, 19702
Ph. 302 - 832 - 3620
manager@eltiempohispano.com

EDITOR
Gabriel Pilonieta Blanco
123 Rosmary Court, Bear, DE, 19702
Ph. 302 - 588 9584
editor@eltiempohispano.com

www.eltiempohispano.com