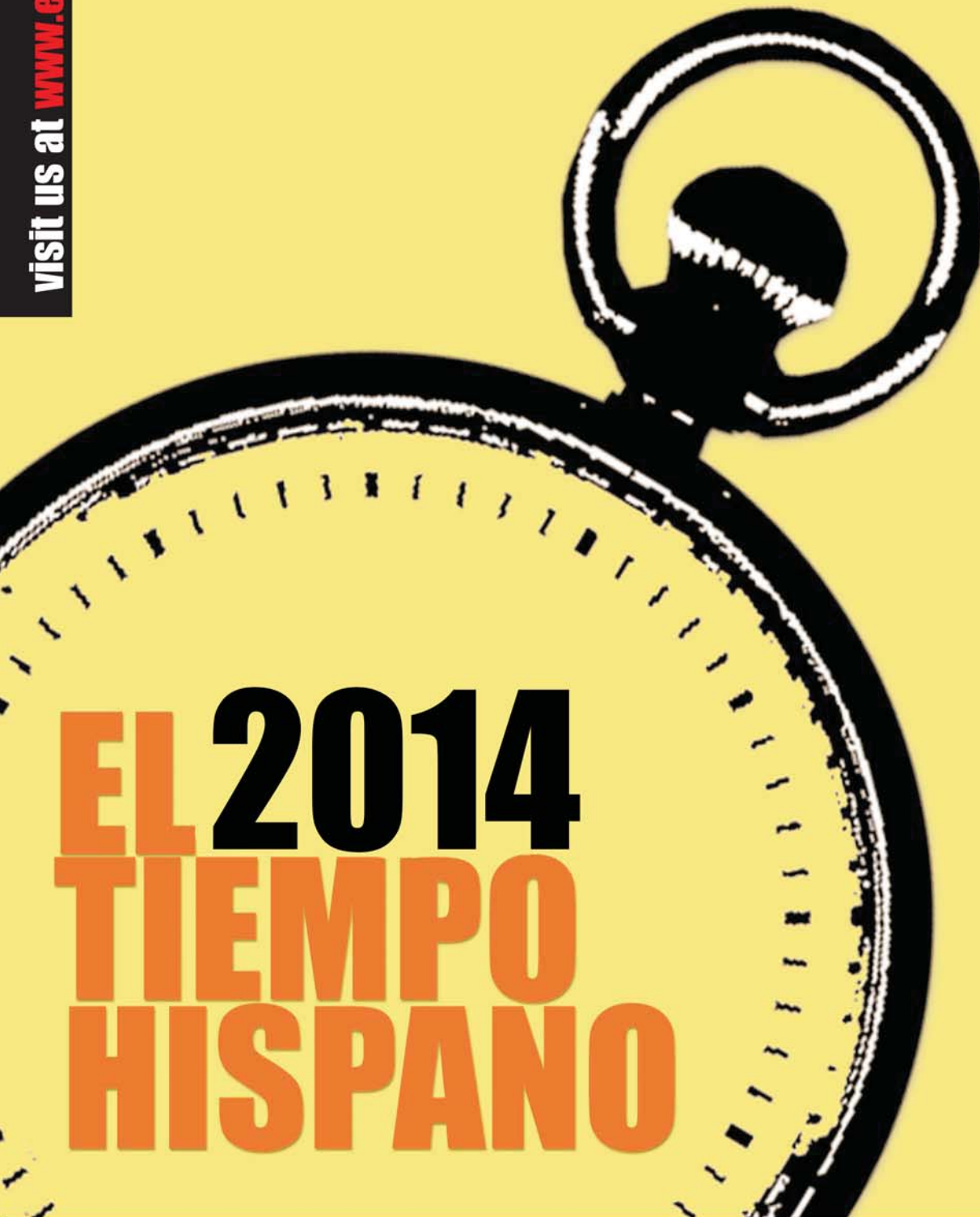


Connecting the **Hispanic Community** to America

visit us at [www.eltiempohispano.co](http://www.eltiempohispano.co)

**ADVERTISING  
GUIDE**

**PH 302-832-3620**

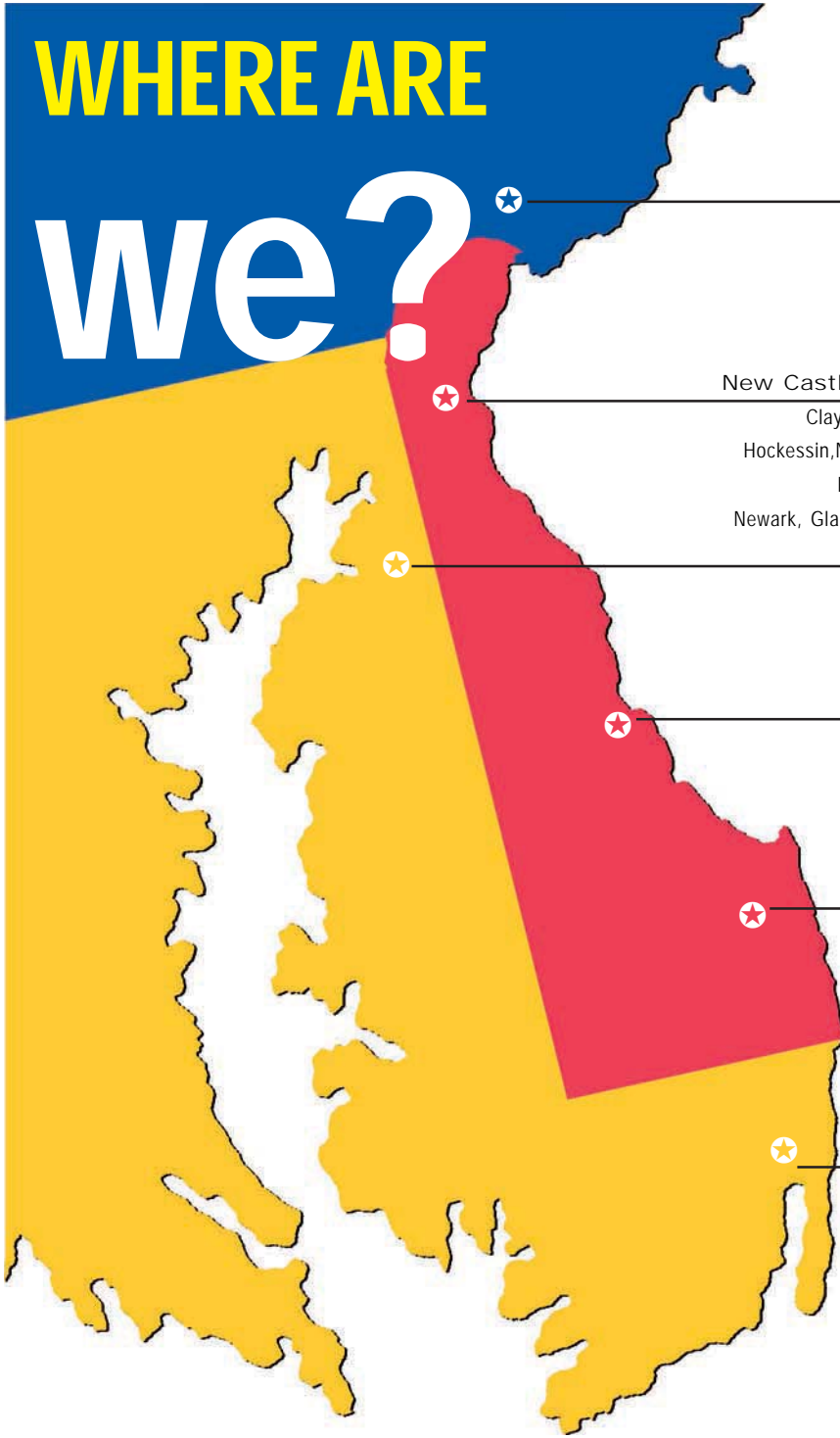


**EL 2014  
TIEMPO  
HISPANO**

**Delmarva Bilingual Newspaper**

**123 ROSEMARY COURT, BEAR, DE 19701**

# WHERE ARE we?



## Chester County PA

West Chester, Coatesville,  
Kennett Square,  
Toughkenemon, 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**  
Gratis - Complimentary      Statewide Bilingual Weekly Newspaper      Semanario Bilingüe para el Estado de Delaware

**SIEMPRE A TIEMPO**  
**ALWAYS ON TIME**

**8,000**  
print copies

**6,500**  
internet subscribers

**470**  
distribution locations

## Mission

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

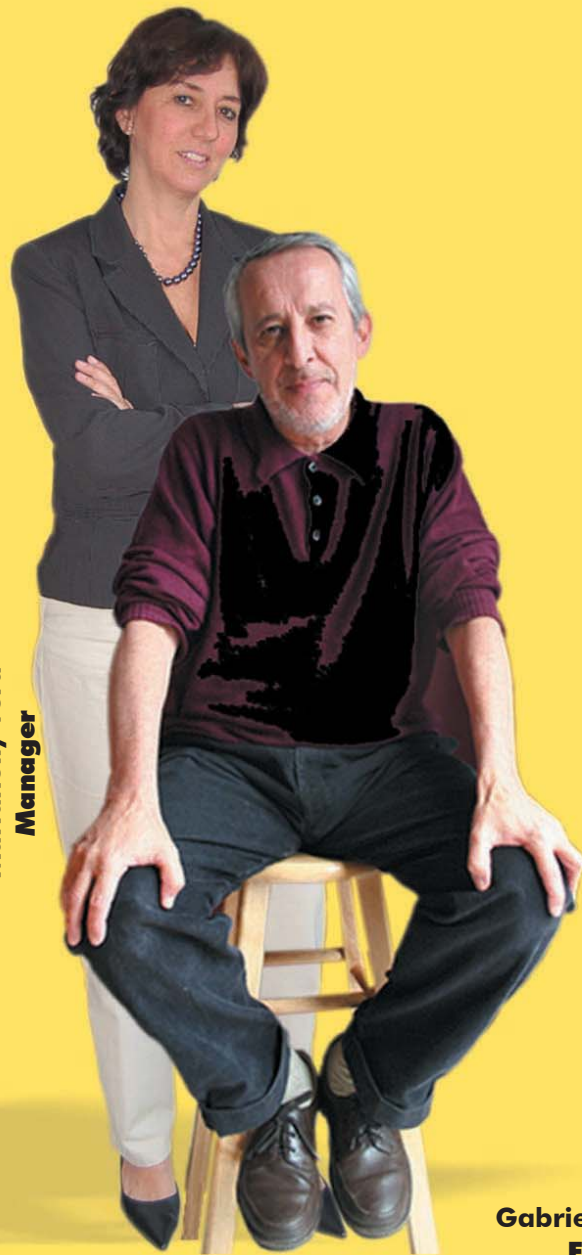
Education  
Health  
Legal and financial advice  
Business  
Sports  
Family  
Performing Arts  
Youth column  
\*SPECIAL SECTION: "Who's Who in the Community", recognizing Hispanics contributions, achievements and role models for the community

## 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.

# who are WE?

Marianelly Vera  
Manager



Gabriel Pilonieta  
Editor

# DELAWARE'S HISPANIC MARKET

El Tiempo Hispano is a cost-effective vehicle to reach Hispanics and expand your business

## 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%

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delmarva bilingual weekly newspaper



# EL TIEMPO HISPANO HISPANIC READERSHIP

## 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 %

## ADVERTISING SIZES, RATES AND COSTS PER INSERTION

RATES EFFECTIVE: January 2014

El Tiempo Hispano is published Biweekly

Plans	Cost per inch	Rateholder (4 col. in.)	Eighth-Page (12 col. in.)	Quarter-Page (24 col. in.)	Half Page (48col.in)	Full Page [96 col. in.]
OPEN RATE	\$14.00	\$56.00	\$168.00	\$336.00	\$672.00	\$1,344.00
4-9 weeks	\$ 12.50	\$50.00	\$150.00	\$ 300.00	\$ 600.00	\$1,200.00
10-15 weeks	\$10.00	\$40.00	\$120.00	\$ 240.00	\$ 480.00	\$ 960.00
16- 23 weeks	\$ 8.50	\$ 34.00	\$ 102.00	\$ 204.00	\$ 408.00	\$ 816.00

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

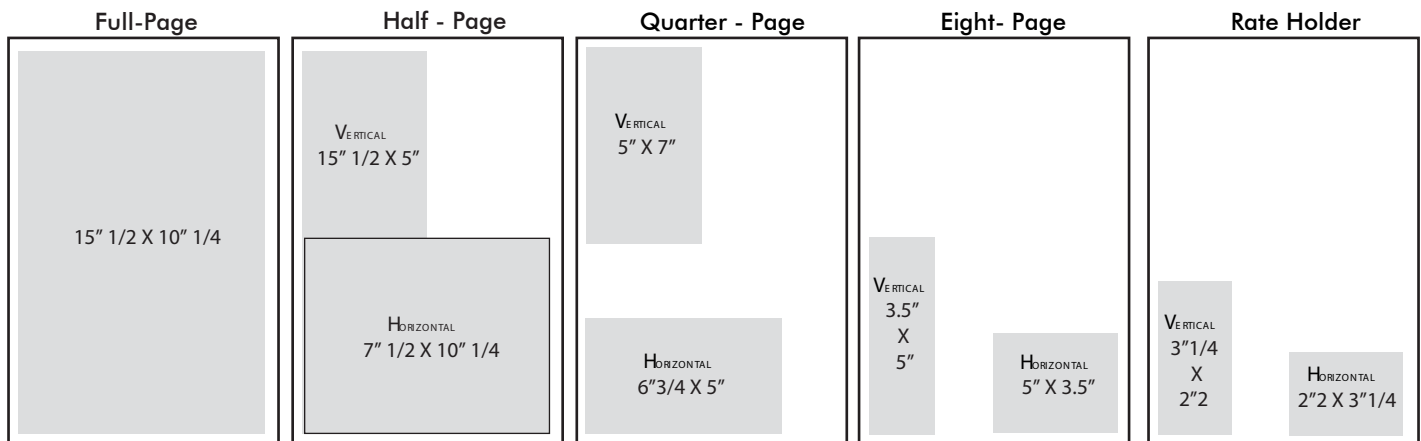
**COLOR CHARGES - Process color per AD: \$75.00**  
 AD RATES SUBJECT TO CHANGE UPON 30-DAY NOTICE TO ADVERTISERS  
 ALL RATES AND PRICES ARE NET

**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 ours advertisers for \$50 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](mailto:ads@eltiempohispano.com)

## **PUBLISHER**

El Tiempo Hispano is published by Hola Delaware LLC  
publishing company registered in Delaware.



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