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RE: HISPANOS UNIDOS DATA & DIMENSION
San Diego/Riverside Counties - RETAIL ADVERTISING RATES

PUBLICATION:

HISPANOS UNIDOS NEWSPAPER

LANGUAGE:

SPANISH

PUBLISHER:

M. ANA HANNEGAN (PRESIDENT/C.E.O.)

EDITOR:

JAIME A. CASTAÑEDA

SALES DIRECTOR:

JAIME A. CASTAÑEDA

FREQUENCY:

WEEKLY FRIDAYS

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LEGAL ADJUDICATED NEWSPAPER:

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MAJOR AREA CIRCULATED:

SAN DIEGO COUNTY (CA)

RIVERSIDE COUNTY (CA)

FORMAT:

BOARD SHEET (Standard SAU)

IMAGE SIZE:

11.75" (width) X 21" (height)

COLUMN WIDTH:

1.828" (1 53/64")

GUTTER:

0.1564"

HEIGHT:

21"

HALFTONE SCREEN LINES PER INCH:

85

FEDERAL TAX INFORMATION:

E.I.N.: 33-0653295 • CALIF. CORPORATION

RETAIL COLUMN INCH RATE BY FREQUENCY/INSERTIONS (X= Insertion(s)/Order(s)):

01X= \$16.00; 06X= \$15.00; 12X= \$14.00; 18X= \$13.00; 24X+= \$12.00

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VISTA, CA 92081

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(619) 673-0215

Western Publication Research

(760) 433-0195

MINOR AREA CIRCULATED:

SAN BERNARDINO COUNTY (CA)

IMPERIAL VALLEY COUNTY (CA)

PAPER TYPE:

NEWSPRINT

TOTAL COLUMN INCHES:

126 (6 columns x 21" = 126 column inches on full page)

NO OF COLUMNS:

6 (column width size 1.828" each x 6 = 10.968")

NO OF GUTTERS:

5 (width size 0.1564" each x 5 = 0.782")

USE OF COLOR:

YES @ \$125 PER COLOR (NON-COMMISSIONABLE)

FULL COLOR:

YES @ \$375 FULL COLOR (NON-COMMISSIONABLE)

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Jaime A. Castañeda
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M. Ana Hannegan
Publisher/C.E.O.