



2013

El Clasificado

the spanish classifieds | elclasificado.com

COMBINING GRASSROOTS EXPERIENCE WITH MULTI-MEDIA SOLUTIONS FOR EFFECTIVE RESULTS

Market Overview

HISPANIC POPULATION NEARS 50 MILLION

As of 2010, the estimated Hispanic population of the United States was 46.9 million (16.3% of the total U.S. population)¹ with a purchasing power of \$957 billion. More than 1 of every 2 people added to the nation's population between 2000 and 2010 was Hispanic, with 27.3 million Hispanics added to the population over that period¹.

QUICK FACTS

- There are 10.4 million Hispanic family households in the US¹.
- 35 million (78%) of the nation's Hispanic population prefers to speak Spanish at home¹.
- Hispanics in the U. S. have a purchasing power of \$957 billion².
- The median age of the Hispanic population is 27.3 years of age, compared to 37.2 for the population as a whole¹.
- 63% of the U. S. Hispanic population is of Mexican descent¹.

HISPANICS ARE THE FASTEST-GROWING MINORITY

The Hispanic population increased by 15.2 million between 2000 and 2010, accounted for over half of the 27.3 million increase in the total population of the United States¹.

Between 2000 and 2010, the Hispanic population grew by 43 percent, which was four times the growth in the total population at 10 percent.

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LOS ANGELES: BEST HISPANIC MARKET IN THE U.S.²

- With a Hispanic population of 8,039,483, Los Angeles is the biggest Hispanic market in the US
- 1 out of every 5 Hispanics in the United States resides in this market
- L. A.'s Hispanic population surpasses the combined Hispanic population of Miami, Chicago and Houston by over 2 million residents
- Hispanics represent 45.3% of the total population of Los Angeles

Top 10 Hispanic Markets by Population³

RANK	MARKET	HISPANIC POPULATION	HISPANIC % OF TOTAL
1	Los Angeles	8,039,483	45.3
2	New York	4,707,737	22.4
3	Houston	2,272,478	35.4
4	Miami-Ft. Lauderdale	2,153,792	49.4
5	Chicago	2,010,692	20.7
6	Dallas-Ft. Worth	1,937,058	26.9
7	San Francisco	1,697,582	23.7
8	Phoenix	1,415,719	27.8
9	San Antonio	1,399,364	55.6
10	McAllen, TX	1,175,927	90.6

Source: Geoscape American MarketSpace Data Stream 2011

¹U. S. Census Bureau News, "Facts for Features", July 15, 2009.

²Synovate, "2010 vs Diversity Markets Report", 2010

³Advertising Age, "Hispanic Fact Pack", July 28, 2008

Summary

MISSION STATEMENT

Create channels to strengthen and empower the Hispanic community.

ABOUT EL CLASIFICADO

El Clasificado is published to serve the shopping needs of the Spanish speaking community of Southern California and we now serve Central California.

El Clasificado also provides editorial that teaches, inspires and empowers Latinos to learn to make life better for themselves, their families and communities.

CIRCULATION

- Over 510,000 weekly circulation.
- Over 1.5 Million weekly readers.
- Published every Wednesday

PENETRATION

El Clasificado is delivered through more than **23,000 locations**. This includes contracted racks in supermarkets, retail stores and restaurants and street racks in densely populated Hispanic residential communities.

DIVERSITY

Over 300 cities reached in Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura, Kern, Imperial, Fresno, Madera, Tulare, Kings, Santa Barbara and Yuma (Arizona) Counties.

CHOICE

48 zones to choose from.

ESTABLISHED

Reaching the Los Angeles D.M.A. since 1988.

CLASSIFIED SECTIONS

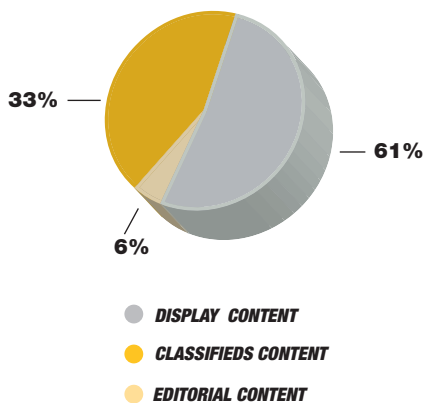
Real estate, automotive services, general products & services, automotive sales, business opportunities, employment opportunities, home improvement services, professional services, miscellaneous services, rentals, free community events & services and more.

CONTENT

Editorial that is informative and educational to the Latino community: features on parenting, self improvement, health, immigration issues, how to become a U.S. citizen, small business, education, introduction to the internet, recipes, home improvement, sports, travel, movies, music, culture, free or low cost classes and community events.



EL CLASIFICADO'S CONTENT



ELCLASIFICADO.COM METRICS

Growing every month

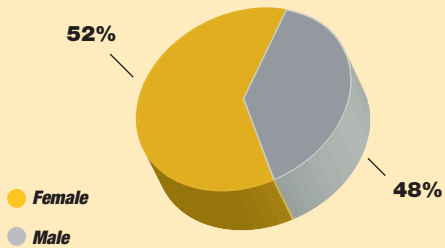
- January 2013
Page Views: 12.7 million
- December 2012
Page Views: 9.7 million

- ### OUR WEBSITES:
- elclasificado.com
 - quinceanera.com
 - echispanicmedia.com
 - susociodenegocios.com
 - pacoslist.com
 - elpuntosemanal.com
 - alborde.com
 - saludyninos.com

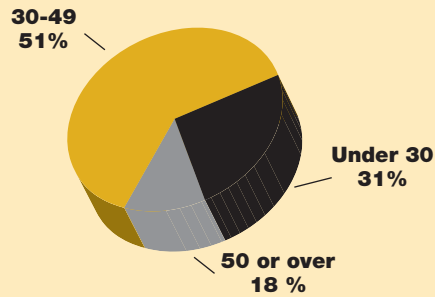


El Clasificado's Readers Profile

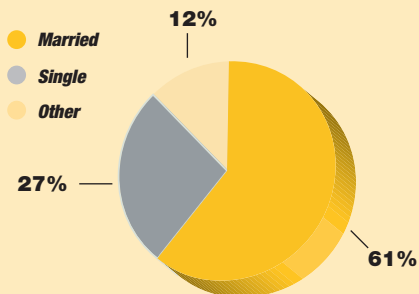
READERS BY GENDER



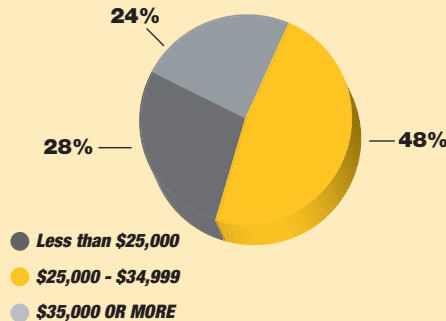
READERS BY AGE GROUP



READERS BY MARITAL STATUS



READERS BY INCOME



LANGUAGE PREFERRED FOR SPEAKING AT HOME

RANK	CHOICE	PERCENTAGE
1	Only Spanish	21%
2	Mostly Spanish	43%
3	Both Equally	26%
4	Mostly English	3%
5	Only English	3%

LANGUAGE PREFERRED FOR READING AT HOME

RANK	CHOICE	PERCENTAGE
1	Spanish	69%
2	English	6%
3	Both	25%

RESIDENTS PER HOUSEHOLD:

5.0 People per house

CHILDREN PER HOUSEHOLD:

1.6 Children

READERS BY ETHNIC HERITAGE

RANK	BACKGROUND	PERCENTAGE
1	Mexican/Chicano	57%
2	S. American & Other Latino	14%
3	Central American	25%

Source: 2008 Independent readership study for El Clasificado conducted by Western Publication Research.

* Readers could check as many as applied. For more information about our readers, please contact marketing@elclasificado.com

EL CLASIFICADO READERS

Over 1.5 Million Readers - Average Age: 38

EMPLOYMENT PER HOUSEHOLD

- 1.2 Average workers/household
- 0.9 Full Time
- 0.3 Part Time
- Average Monthly Rent or Mortgage is \$1,280

COMPUTERS

- 47% Plan to Purchase a Home Computer
- 71% Have Internet Access at Home

AUTOMOTIVE

- Average Number of Cars per Household: 2.1
- 64% Plan to Purchase a New or Used Car

FAVORITE AUTO BRANDS*

- 51% Toyota
- 29% Chevrolet
- 46% Honda
- 20% Cadillac
- 40% Nissan
- 33% Ford

GENERAL MERCHANDISE STORES VISITED RECENTLY*

- 31% Sears
- 55% Target
- 39% K-Mart
- 32% Home Depot
- 33% JCPenney
- 26% Radio Shack
- 63% Wal-Mart
- 38% Costco

MONTHLY MEDICAL EXPENSES

- 66% Under \$100
- 27% \$100 to \$300
- 8% Over \$300
- Annual Average per Household: \$1,639

DOCTOR, CLINIC OR HOSPITAL VISITS

- Annual Average: 9.2

FAST FOOD & DINING

- 72% eat fast food in a one-week period
- Est. annual fast food expenditure: \$123M

GOOD OR BEST SOURCE

- 1,086,016 weekly readers felt that El Clasificado is a Good or Best source for shopping info.

Distribution

CIRCULATION

El Clasificado is the most accessible free Spanish language publication in the Los Angeles Metropolitan Area with a verified weekly circulation of over 510,000.

CONTRACTED RACKS

El Clasificado store racks are located close to the main entrance of independent supermarkets, Latin bakeries, Latin meat markets and restaurants.

EL CLASIFICADO STREET RACKS

Over 4,600 El Clasificado street racks are located along major avenues and boulevards in Latino communities.



510,000 Weekly Copies & Over 1.5 Million Weekly Readers

With over 23,000 targeted sites and accessibility throughout Latino neighborhoods, El Clasificado can effectively deliver your message.

DISTRIBUTED IN OVER 300 CITIES



CITIES BY ZONES

ZONE 1	- 10,000	East Los Angeles
ZONE 2	- 12,000	Montebello Pico Rivera Whittier Santa Fe Springs La Mirada La Habra
ZONE 3	- 10,000	Bell Vernon Bell Gardens Cudahy Maywood City of Commerce
ZONE 4	- 15,500	Huntington Park Los Angeles
ZONE 5	- 10,500	South Gate Los Angeles Willowbrook Watts
ZONE 6	- 11,500	South Bay Carson Gardena Harbor City Lomita San Pedro Wilmington Torrance
ZONE 7	- 10,000	Hollywood Los Angeles Los Feliz Mid Wilshire
ZONE 8	- 14,500	North Hollywood Pacoima San Fernando Sun Valley Sylmar Burbank
ZONE 9	- 12,500	Downtown Los Angeles
ZONE 10	- 11,500	Highland Park Eagle Rock Echo Park Lincoln Heights Los Angeles El Sereno Glendale Pasadena
ZONE 11	- 20,500	Anaheim Brea Buena Park Cypress Fullerton Garden Grove Placentia Stanton Westminster
ZONE 12	- 11,500	Chino Montclair Pomona Upland
ZONE 13	- 10,000	Alhambra El Monte Monterey Park Rosemead South El Monte
ZONE 14	- 11,000	Hawthorne Inglewood Los Angeles Lawndale El Segundo Lennox
ZONE 15	- 13,500	Van Nuys Canoga Park Northridge Panorama City Reseda Sepulveda
ZONE 16	- 11,000	Lynwood Compton
ZONE 17	- 11,000	Downey Bellflower Norwalk Paramount
ZONE 18	- 12,000	San Bernardino Mentone Highland Redlands Loma Linda Yucaipa
ZONE 19	- 10,000	Corona Mira Loma Norco
ZONE 20	- 10,000	Perris Murrieta Homeland Lake Elsinore Sun City Temecula
ZONE 21	- 10,500	Long Beach Hawaiian Gardens Cerritos Artesia Lakewood
ZONE 22	- 10,000	Los Angeles South Central Los Angeles
ZONE 23	- 12,000	Oxnard Camarillo Fillmore Port Hueneme Santa Paula Ventura Simi Valley
ZONE 24	- 13,500	Chula Vista Imperial Beach National City San Ysidro Bonita

ZONE 25	- 6,500	Palmdale Lancaster Canyon Country Santa Clarita Saugus Acton Littlerock Valencia Newhall
ZONE 26	- 8,000	Victorville Hesperia Apple Valley Adelanto Phelan
ZONE 27	- 11,000	Indio Coachella Cathedral City Palm Desert La Quinta Thermal Desert Hot Spgs. Palm Springs Thousand Palms Rancho Mirage Mecca
ZONE 28	- 13,000	Bakersfield Arvin Frazier Park Lamont Lebec Taft Tehachapi
ZONE 29	- 6,000	West Los Angeles Culver City Venice Santa Monica Malibu
ZONE 30	- 22,000	Santa Ana Costa Mesa Tustin Orange Irvine
ZONE 31	- 10,000	Escondido Vista Encinitas Fallbrook Oceanside San Marcos
ZONE 32	- 11,000	Ontario Fontana Rancho Cucamonga
ZONE 33	- 11,500	La Puente Baldwin Park Azusa Covina Duarte Hacienda Heights Walnut West Covina
ZONE 34	- 10,000	Fresno Kernan Mendota Clovis Firebaugh
ZONE 35	- 10,000	Tulare Visalia Corcoran Earlimart Pixley Tipton Lindsay Porterville Strathmore Exeter Farmersville
ZONE 36	- 10,500	Calexico El Centro Brawley Imperial Westmoreland Calipatria
ZONE 37	- 12,000	San Diego Lemon Grove Spring Valley La Mesa El Cajon
ZONE 38	- 5,000	San Juan Capistrano Lake Forest San Clemente Mission Viejo Laguna Hills
ZONE 39	- 5,000	Delano Wasco Buttonwillow McFarland Shafter Lost Hills
ZONE 40	- 5,000	Selma Kingsburg Dinuba Fowler Parlier Reedley Sanger Cutler Orosi
ZONE 41	- 5,000	Madera Chowchilla
ZONE 42	- 10,000	Colton Rialto Bloomington
ZONE 43	- 10,000	Riverside Rubidoux
ZONE 44	- 12,000	Moreno Valley San Jacinto Banning Beaumont Calimesa Hemet
ZONE 45	- 10,000	Boyle Heights City Terrace
ZONE 46	- 12,000	Mid City McArthur Park
ZONE 47	- 5,000	Yuma San Luis Somerton
ZONE 48	- 5,000	Santa Maria Santa Barbara Carpinteria Lompoc Goleta

GRAND TOTAL DISTRIBUTION 510,000

Clients

THE FOLLOWING ARE SOME OF THE COMPANIES THAT HAVE PARTNERED WITH EL CLASIFICADO:



"A couple of weeks ago I placed an ad in El Clasificado for Maintenance and Banquet Workers as well as Room Attendants and was exceptionally impressed with the response we received. Not only did El Clasificado exceed our expectation as a recruiting tool, but as a result of our ad, we were able to fill all of our open positions.

As a result of the service and the response that we received, we definitely plan to advertise with El Clasificado again."

*David Iwane, Controller/Director of Human Resources
Sheraton Pasadena Hotel*

PROMOTIONAL PARTNERS:



AGENCIES

- Arenas Entertainment Group
- THA más
- VPE Public Relations
- RL Public Relations
- República
- Edelman
- JeffreyGroup
- Vox Profero
- Formulatin

Awards

Los Angeles Business Journal

- Top 100 Largest Minority-Owned Businesses, 2012
- Latino Business Award, 2012
- 50 Largest Minority-Owned Businesses in Los Angeles, 2010
- 100 Fastest-Growing Private Companies, 2010, 2009, 2008, 2007
- Women Making a Difference, Owner/CEO of the Year, 2008

ICIC- Inner City 100

- Inducted into Hall of Fame, 2011
- Included as one of the 100 Fastest Growing Inner-City Businesses in the USA:
- Fortune Magazine, 2012
 - Bloomberg Businessweek Magazine, 2011, 2010, 2009
 - Inc Magazine, 2008, 2004

Hispanic Business Magazine

- Hispanic Business 500, Included as one of the 500 Largest U.S. Hispanic Owned Companies, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005 & 2004
- Hispanic Business 100, Included as one of the 100 Fastest Growing Companies in the USA, 2012, 2010, 2009, 2008

Ernst & Young

Finalist of the Greater Los Angeles area, Entrepreneur of the Year, 2007, 2001

Circulation Verification Council

CVC Gold Standard Award 2007/2008

Inc Magazine

- Inc. 5,000, Included as one of the 5,000 Fastest Growing Companies in the USA, 2012, 2011, 2010, 2009, 2008, 2007

National Association of Hispanic Publications (NAHP)

- Outstanding Circulation Program 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002
- Outstanding Classified Section 2012, 2011, 2010, 2009, 2008, 2005, 2004, 2003, 2002, 2001, 2000

Association of Free Community Papers (AFCP)

- Best Presentation of Classifieds on the Internet, 2012, 2011, 2010, 2009, 2008
- Best Internet Home Page, 2009
- Best of Show, 2009, 2006
- Entrepreneur Award, 2005
- General Excellence, 2012

Latina Style Magazine

- Anna Maria Arias Memorial Business Fund Award recipients, 2008

National Association of Women Business Owners (NAWBo-LA)

- Top Distinguished Women, 2004 • Hall of fame, 2001

United States Small Business Administration (SBA)

Small Business Person of the Year, Los Angeles 2003

United States Hispanic Chamber of Commerce (USHCC)

Hispanic Businesswoman of the Year, National Award 2000

Latin Business Association (LBA)

Latina Entrepreneur of the Year, 2000

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In the News

Los Angeles Times

- Featured article on their business section "How I made it", 2011

Bloomberg.com

- Interview with founders of El Clasificado, 2011

CNN en Español

- Martha de la Torre live on CNN Latino Sin Límites, 2013
- Martha de la Torre live on CNN Notimujer, 2012
- Martha de la Torre live on CNN Dinero, 2012

Univision

- Featured on the segment "Soy el sueño Americano", 2012

Telemundo

- Live interview on the news program "Buenos días", 2011



B2 SUNDAY, JUNE 12, 2011 **Los Angeles Times**

HOW I MADE IT: MARTHA DE LA TORRE

Reaching Latino buyers

MEGAN KIMBLE

The gig: Martha de la Torre is the chief executive and co-founder of El Clasificado, a Spanish-language publication distributed weekly throughout Southern California. The 68-page directory of classified ads is targeted to Latino immigrants and functions as a "Spanish-language PennySaver," said De la Torre, 33. The privately held company posted \$8 million in sales last year, up 8% from 2009, she said. It has 130 employees.

Reluctant entrepreneur: Born to Ecuadorean immigrants who settled in the South Bay, De la Torre enrolled in Loyola Marymount University's accounting program. There a classmate told her he wanted to be an entrepreneur. "I thought that was crazy. Why would I risk my college education when my parents struggled to get over here and establish a new life for us?" she said.

Spotting the market: De la Torre joined a large accounting firm whose clients included La Opinión, the Spanish-language Los Angeles daily. While working there she noticed that many readers bought copies of the newspaper to peruse the job listings.

"I saw the Hispanic market was growing and thought there was a market in classifieds," she said.

Bad timing: De la Torre founded El Clasificado in 2008 with her husband, Joe Badame, who is now chief operations officer. The young company was still struggling when the early 2000s recession hit. "We really should have gone bankrupt," De la Torre said. She did consulting jobs on the side to keep the business afloat. Still, she was discouraged. "I just wanted to pay off the debt and the stockholders and walk away from the company," she said.

"As students only: Instead of quitting, she got creative. In 2003, El Clasificado was struggling to pay its employees but needed more workers with computer skills. De la Torre called the worksite office of nearby Garfield High School and asked for "A" students only.

"They were so happy to be here and they could type so fast! We could pay what was affordable to us, and they could walk [here] after school and get office experience," she said. Three of those students, hired almost 20 years ago, are now managers with the company.

Listen to your staff: Initially El Clasificado was distributed directly to homes. "It was costly and ineffective," De la Torre said. She consulted her "best focus group" — her employees — who suggested putting racks in grocery stores. "They told me, 'Lati- no like to walk every day to the store. They like fresh food every day. It's their outing.'"

The first racks went into supermarkets in 1995, and "all of a sudden El Clasificado started getting results for the advertisers," De la Torre said. Today 4,000 businesses advertise in the 400,000 copies printed weekly.

Working the Web: With print classifieds migrating to the Internet, De la Torre launched elclasificado.com in 1996. Although the site generates only 5% of the company's revenue, it gets 5.9 million page views a month. Despite a slew of competitors, including Craigslist, elclasificado.com has grown by offering categories targeted to Latinos, including auto-rental, planning, immigration services and marketing for hire. De la Torre is also eyeing young Latinos, who are increasingly accessing the site from their cell- phones; mobile devices account for 3% of online traffic.

Family affair: The husband-and-wife team have learned to respect each other's differences. But that doesn't mean they leave it all at the office. "We love our business, and we talk about it [morning, noon and night]," she said. De la Torre and Badame live in Rancho Palos Verdes and love to travel. They're planning to vacation in France this year.

Advice: "You have to always look at what's not working right in your company and face it. Our customers aren't afraid to tell us what's wrong." De la Torre said. "I think what makes us strong is that we acknowledge that we're not perfect. We're always asking [others], 'How would you do this?'"

businesslatimes.com

CO-FOUNDERS: Martha de la Torre and her husband, Joe Badame, started El Clasificado in 1998. She describes it as a "Spanish-language PennySaver."

PHOTO: MICHAEL BISHOP/CHRYSLER FOR LOS ANGELES TIMES

LOS ANGELES BUSINESS JOURNAL

U.S. Small Business Administration



NAHP, Inc.

HISPANIC

ERNST & YOUNG



Rates

DISPLAY AD BLACK AND WHITE • ALL ZONES

AD SIZE	Weekly Frequency with Discount Applied				
	1	8	13	26	52
RATE PER WEEK					
Double Truck	\$20,156	\$16,125	\$13,102	NOT AVAILABLE	
3/4 Double Truck	\$19,173	\$15,338	\$12,463	NOT AVAILABLE	
Full Page	\$11,504	\$9,203	\$7,478	\$6,327	\$5,407
3/4	\$10,816	\$8,652	\$7,030	\$5,949	\$5,083
1/2	\$6,883	\$5,506	\$4,474	\$3,785	\$3,235
3/8	\$5,899	\$4,720	\$3,835	\$3,245	\$2,773
1/4	\$3,835	\$3,068	\$2,493	\$2,109	\$1,802
1/8	\$2,360	\$1,888	\$1,534	\$1,298	\$1,109

For quotes on color ads, please call your sales representative

DISPLAY AD BLACK AND WHITE • PER 10K CIRC.

AD SIZE	Weekly Frequency with Discount Applied				
	1	8	13	26	52
RATE PER WEEK					
Double Truck	\$1,206	\$965	\$784	NOT AVAILABLE	
3/4 Double Truck	\$1,147	\$918	\$746	NOT AVAILABLE	
Full Page	\$688	\$551	\$447	\$379	\$323
3/4	\$647	\$518	\$421	\$356	\$304
1/2	\$412	\$329	\$268	\$226	\$194
3/8	\$353	\$282	\$229	\$194	\$166
1/4	\$229	\$184	\$149	\$126	\$108
1/8	\$141	\$113	\$92	\$78	\$66

PREMIUM POSITIONS

AD SIZE	Weekly Frequency with Discount Applied		
	1	8	13
RATE PER WEEK			
Central Spread	\$1,326	\$1,061	\$862
Front page*	\$841	\$673	\$547
Back page	\$818	\$654	\$531
Inside Back Cover	\$753	\$602	\$489

* Upon availability

For quotes on color ads, please call your sales representative

Rates displayed are NET

OUR DEADLINES:

Classifieds Deadline: Fridays at 5 PM prior to publication date

Display Deadline: Thursdays at 5 PM prior to publication date

Publication Date: Wednesday

CDA's: New Fridays at 12 PM • Changes Fridays at 2 PM

FOR INFORMATION CONTACT US AT:

323.278.5513 or sales@elclasificado.com

CLASSIFIED-DISPLAY WEEKLY RATES BLACK AND WHITE • ALL ZONES

AD SIZE	1	8	13	26	52
	RATE PER WEEK				
1 col x 1"	\$585	\$507	\$380	\$322	\$275
1 col x 2"	\$1,003	\$870	\$652	\$552	\$471
1 col x 3"	\$1,421	\$1,232	\$924	\$781	\$668
1 col x 4"	\$1,839	\$1,594	\$1,195	\$1,011	\$864

For quotes on color ads, please call your representative

FEATURES AVAILABLE

Designed like a display ad, published like a classified

CONTRACT DISCOUNT

Multi-week discount 25% - Minimum 4 weeks

Multi-region discount 25% - Minimum 2 regions

Product not available to Adult Ads. * Rates may vary by category and region.

Classified Display Deadline: Thursdays at 5 PM prior to publication date.

CLASSIFIED GENERAL WEEKLY RATES:

\$19.95 first 15 words \$1.00 each additional word (region 1)

\$11.95 first 15 words \$0.30 each additional word (region 2)

\$10.95 first 15 words \$0.30 each additional word (regions 4.6.7)

\$8.95 first 15 words \$0.25 each additional word (region 5)

\$7.95 first 15 words \$0.20 each additional word (regions 3.8.9.13.14)

\$5.95 first 15 words \$0.10 each additional word (regions 10.11.12.15)

CONTRACT DISCOUNT:

• Multi-week discount: 15% (min. of 4 weeks) • Multi-region discount: 20% (min. of 2 regions)

FEATURES AVAILABLE:

Headline • Symbols • Center • Bold • Box • Photo

• Capital Letters • Font size

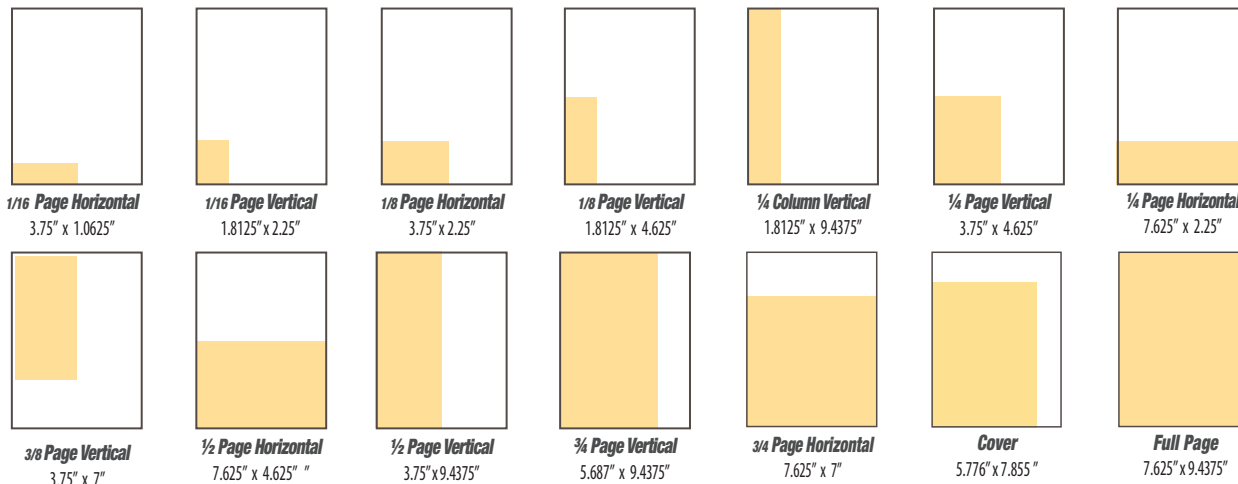
*Rates vary by category and by region

Color picture and some features available in spot color

Please call your sales representative

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Mechanical Requirements



Artwork Format Requirements

PDF

- Images resolution: minimum 200 dpi (300 preferred).
- Color options: Black & White, Full Color and Spot Color (Please use process Cyan as spot color, do not use any pantones or other spot colors).

INDESIGN

version CS5 or earlier

- All images must be included
- Images resolution: minimum 200 dpi actual size
- Color options: Black & White, Full Color and Spot Color (Please use process Cyan as spot color, do not use any pantones or other spot colors).

ADOBE ILLUSTRATOR

version CS5 or earlier

- If translation or any modification on the text is required, the Original Document with graphics and fonts must be sent
- All images must be included
- Images resolution: minimum 200 dpi actual size
- Color options: Black & White, Full Color and Spot Color (Please use process Cyan as spot color, do not use any pantones or other spot colors).

PHOTOGRAPHIC FILE FORMATS ACCEPTED

- Although not recommended due to rasterization, you may also submit your files in jpeg or tif formats. Please submit at 300 dpi and in CMYK color mode to avoid a potential color shift when converting from RGB.

SUBMISSION VIA E-MAIL

production@elclasificado.com and cc your account executive

- Any of the above formats may be used when sending ads via e-mail
- Before any art is sent, the customer must first notify the sales representative of the date and time that the ad will be sent

UPLOADING FILES TO OUR FTP

Any file larger than 10MB should be uploaded to: ftp.elclasificado.com

Please contact our production department for more information on how to access our ftp site.

PRODUCTION DEPARTMENT

- Contact the Production Department for more information
(323) 867-9467 • Fax: (562) 864-5765

OUR DEADLINES

Classifieds Deadline:

Fridays at **5 PM** prior to publication date

Display Deadline:

New/Changes

Thursdays at **5 PM** prior to publication date

CDA's Deadline:

New Fridays at **12 PM**

Changes Fridays at **2 PM**

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Integrated Media

More than just classifieds, **El Clasificado** is a leading interactive media company that has connected buyers and sellers in the Hispanic marketplace since 1988. By diversifying itself through its distinctive brands, El Clasificado is able to capture various niche demographics:



the spanish classifieds | elclasificado.com

El Clasificado is a verified publication with a weekly circulation of over **510,000**. The award winning weekly classified shopper is read by over 1.5 million Latinos throughout Southern California, and is distributed in more than **300** cities in Los Angeles, Orange, Riverside, San Bernardino, Ventura, San Diego, Kern, Imperial, Fresno, Madera, Tulare, Kings, Santa Barbara and Yuma (Arizona) Counties.

ADVERTISING OPPORTUNITIES:

Pre-Printed Inserts | Section Sponsorship Opportunities | Editorial Support Skybox | Special Reader Promotions | Ad Copy/Creation | Special Sections Classifieds | Translation | CDA's | Display Ads

ElClasificado.com a Spanish-language classified portal that reaches over 750,000 monthly unique visitors, and is ranked among the top 8,000 websites in the U.S.

Online Classifieds | Banners

Landing Pages/Microsites | Photo Classifieds | Videos



Quinceañera is the dynamic party-planning gaudy connecting you with an audience plugged into what's hot and what's not. Thousands of young Latinas and their families flock to our expos to obtain help in planning their Quinceañera. **Quinceañera.com** offers multi-platform solutions that can be tailored to your campaign in order to maximize your efforts.

ADVERTISING OPPORTUNITIES:

Web - **Quinceañera.com** Bilingual content for young Latina teens and their mothers for quinceañera planning.

Events - Reach over 8,000 young Latinas and their families. Integrated booth packages and custom sponsorships are available.

E-Newsletter - Opted-in subscribers receive a weekly e-newsletter that gives you a direct way to reach this demo. Banner advertising is available.

Special Supplements: March, April, May, June, September, October, 2013



Al Borde is a cutting edge source for Latin Alternative music and entertainment news. We are dedicated to quality content reflecting the unique and creative lifestyles of the young Hispanic population. Through Live Events, Web, Digital Media and Mobile we connect the world's top brands with the fastest-growing demo in the U.S.

ADVERTISING OPPORTUNITIES:

Web - Most web banner sizes are available on AlBorde.com

Events - Día de los Muertos: November 2, 2013

E-Newsletter - Opted-in subscribers receive this weekly e-newsletter, with content in English and Spanish. Banner advertising is available.

E-Blast - Email alerts sent to our database of Al Borde fans

Mobile SMS Sponsorships | Customized Contests



miautoplaza.com is an auto site that offers new and used cars from private sellers and auto dealers for the Latin community.

ADVERTISING OPPORTUNITIES:

Private Party Car Listings | Dealer Car Listings | Banners



ASESORAMIENTO PARA PEQUEÑAS EMPRESAS

Su Socio de Negocios is a series of free expos and breakfast networking seminars in Spanish that provide the best opportunity to connect and interact with thousands of Hispanic small business owners throughout Southern California.

ADVERTISING OPPORTUNITIES:

susociodenegocios.com Provides Spanish-speaking microentrepreneurs with the latest business news, relevant articles and helpful resources. Most popular web banner sizes are available.

Events - Su Socio de Negocios Breakfast series and grassroots micro-business Expos allow you to reach dozens of Hispanic entrepreneurs. Integrated booth packages and custom sponsorships are available.

E-Newsletter - Over 20,000 opted-in Hispanic small business owners receive our Su Socio de Negocios e-newsletter every week. Banner advertising is available.



El Punto Magazine is an exciting print and online product from EC Hispanic Media and El Clasificado. Fulfills the urgent need for high quality, locally based editorial in Los Angeles for the Hispanic community. With a monthly circulation of 100,000 copies, El Punto seeks to become LA's Hispanics' essential tool and the premier source of information on top of mind topics in key areas such as: education, employment, entertainment, community news, among others. Further, El Punto offers timely "how to" guides to empower its readers in each of these topics. In short, "El Punto" of this publication, is to help our readers improve their lives.

ADVERTISING OPPORTUNITIES:

Front page banner and corner Ad | Quarter page and banner Ads | Sponsorship of El Horoscopo Mensual, Calendario Comunitario, Sports Section



Pacoslist.com is a dynamic online business directory which provides business owners a better opportunity to be found on the Internet. This dynamic business directory functions like the old yellow pages, but with a local focus and online. **Pacoslist.com** makes it simple for our community members to find a complete list of local businesses as easy as one click. We offer different packages depending on your necessity and capability of payment. For more information, contact your advertising consultant, or call us at (323) 278-5310.



This **health and wellness e-newsletter** is sent to a list of Spanish-speaking opted-in subscribers every two weeks. Banner ads in various sizes are available.



echispanicmedia.com Our new corporate website offers a comprehensive overview of the entire El Clasificado family of products, corporate information, as well as an extensive and up-to-date wealth of Hispanic market information. For details, contact Alicia Garcia, agarcia@elclasificado.com, (323) 837-4086

Supplements

El Clasificado's Special Editions are a great advertising opportunity. These supplements are a great advertisement opportunity whether your goal is brand awareness or targeted promotions in the Hispanic market.



The Hispanic culture celebrates this momentous coming-of-age story for a young Latina with a grand celebration known as the Quinceañera (15 years). The average cost for a Quinceañera is as high as a wedding, and Latino families are happy to make the celebration the most memorable experience possible. This guide connects your brand with ready to purchase consumers. Become part of the celebration!

SPACE AND AD DEADLINES:

2 weeks prior to publication date

PUBLICATION DATES:

March 20, San Fernando (50,000 copies)
 April 10, Bakersfield (40,000 copies)
 May 15, Los Angeles (50,000 copies)
 June 19, Orange County (50,000 copies)
 September 18, Ontario (50,000 copies)
 October 9, San Diego (40,000 copies)



The road to the World Cup 2014 has a stop in Brazil in the Summer of 2013. Reach Futbol fanatics with El Punto's special advertising supplement "Copa Confederaciones 2013". This supplement presents an attractive double spread calendar for the entire tournament, team by team coverage as well as top player highlights. In addition, the supplement highlights host cities and stadiums throughout Brazil.

Key advertising opportunities are available. Contact your sales representative for more information.

FORMAT: Tabloid

PUBLICATION DATES: May 2013

CIRCULATION: 100,000



This supplement will encompass articles focusing on the independence of Mexico and other Latin American countries and will also feature articles highlighting the history and the traditions, along with the facts and figures of these countries. To capture the essence of Hispanic Heritage month, we will also profile selected readers and feature their real life experiences centering around their journey to the U.S. and how they celebrate their culture by staying connected to their countries.

FORMAT: Tabloid

PUBLICATION DATES: September 2013

CIRCULATION: 100,000