

DISTRIBUTION BY ZIP CODES

State Zip	City	INDIVIDUALLY PAID		SUNDAY				INDIVIDUALLY PAID				DAILY					
		OH's #1-1-08 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp	Total Paid	Avg. Proj. Pd. Circ.*	Cmbd Ave.(Mon-Fri) Avg Proj Pd	Hshld. Cov.
78520	Brownsville	17,376	1,862	2,554	64	4,480	4,480	4,119	23.7%	1,869	590	316	2,775	2,775	2,704	2,921	16.8%
78521	Brownsville	27,052	4,718	1,612		6,330	6,330	5,819	21.5%	4,744	1,129		5,873	5,873	5,724	6,182	22.9%
78526	Brownsville	10,649	2,839	419		3,258	3,258	2,995	28.1%	2,831	216		3,047	3,047	2,970	3,207	30.1%
78550	Harlingen	18,360	5	85		90	90	83	50.0%	5	65		70	70	68	74	40.0%
78566	Los Fresnos	4,253	409	231		640	640	588	13.8%	409	133		542	542	528	570	13.4%
78575	Olmito Rancho Viejo	1,310	645	139		784	784	721	55.0%	644	60		704	704	686	741	56.6%
78578	Laguna Vista Port Isabel	4,233	218	326		544	544	500	11.8%	219	230		449	449	438	473	11.2%
78586	San Benito	14,364	2	52		54	54	50	30.0%	2	34	80	116	116	113	122	80.0%
78597	South Padre Island	1,828	69	63		132	132	121	6.6%	68	19		87	87	85	92	5.0%
Misc. Zip Codes			619	50		669	669	615		613			613	613	597	644	
GRAND TOTAL			11,386	5,531	64	16,981	16,981	15,611		11,404	2,476	396	14,276	14,276	13,913	15,026	

SOURCE - ABC Audit Report March 2008.

The Brownsville Herald

RETAIL

Daily

Open Rate \$23.79
Group 3+ Papers \$23.30

Daily Contract

\$50,000 \$19.73
 \$100,000 \$18.73
 \$200,000 \$17.74
 \$300,000 \$17.24
 \$700,000 \$16.24

Sunday

Open Rate \$27.48
Group 3+ Papers \$24.96

Sunday Contract

\$50,000 \$22.79
 \$100,000 \$21.64
 \$200,000 \$20.48
 \$300,000 \$19.91
 \$700,000 \$18.75

CLASSIFIED

Open Rate

Daily \$18.16
 Sunday \$20.97

Contract

\$50,000
 Daily \$15.06
 Sunday \$17.40
\$75,000
 Daily \$14.68
 Sunday \$16.96
\$100,000
 Daily \$14.30
 Sunday \$16.52
\$200,000
 Daily \$13.54
 Sunday \$15.64

RECRUITMENT

Daily \$19.98
 Sunday \$23.07

All color ad placements are subject to the mechanical capabilities of the press.
 Double truck color charges as two separate pages.

Special Ink colors
 Per newspaper, per day, per page

	1 color	2 color	3 color
All Newspapers	\$310.00	\$363.00	\$551.00

Standard Ink Colors (Yellow, Cyan & Magenta)
 Per newspaper, per day, per page

1 Spot Color add 10% to ad cost
 Full Color add 20% to ad cost

INSERT CONTRACT RATES

Inserts	Open Rate	up to 12x/year			
		5%	10%	15%	20%
Up to 4pg	\$54.00	51.00	49.00	46.00	43.00
6pg	\$56.00	53.00	50.00	48.00	45.00
8pg	\$58.00	55.00	52.00	49.00	46.00
12pg	\$60.00	57.00	54.00	51.00	48.00
14pg	\$60.00	57.00	54.00	51.00	48.00
16pg	\$62.00	59.00	56.00	53.00	50.00
20pg	\$64.00	61.00	58.00	54.00	51.00
24pg	\$67.00	64.00	60.00	57.00	54.00
28pg	\$69.00	66.00	62.00	59.00	55.00

*\$5cpm zoning charge

* Call for modular size discounts & additional contract availability



(956) 683-4161