

## DISTRIBUTION BY ZIP CODES

### DAILY CIRCULATION

City	State Zip	Home Delivery	Single Copy	Total
Brownsville	78521	3,412	7,979	11,391
Brownsville	78520	1,674	1,800	3,474
Brownsville	78526	1,446	1,685	3,131
Los Fresnos	78566			
San Benito	78586			
Harlingen	78550	239	115	354
McAllen	78501	8,431	600	9,031
Pharr	78577	4,627	528	5,155
Hidalgo	78557	1,800		1,800
San Juan	78589	2,000		2,000
Mission	78572	6,841	675	7,516
<b>Grand Total</b>				<b>43,852</b>



## El Extra

### RETAIL

#### Daily

Open Rate \$21.83  
**Group 3+ Papers \$21.39**

#### Daily Contract

\$50,000 \$18.11  
 \$100,000 \$17.19  
 \$200,000 \$16.27  
 \$300,000 \$15.82  
 \$700,000 \$14.90

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	up to 12x/year					12 - 24x/year					25 - 36 x/year					37 + x/year					
	Open Rate	5%	10%	15%	20%	Open Rate	5%	10%	15%	20%	Open Rate	5%	10%	15%	20%	Open Rate	5%	10%	15%	20%	
Up to 4pg	\$34.00	32.30	30.60	28.90	27.20																
6pg	\$35.00	33.25	31.50	29.75	28.00																
8pg	\$36.00	34.20	32.40	30.60	28.80																
12pg	\$38.00	36.10	34.20	32.30	30.40																
14pg	\$39.00	37.05	35.10	33.15	31.20																
16pg	\$40.00	38.00	36.00	34.00	32.00																
20pg	\$42.00	39.90	37.80	35.70	33.60																
24pg	\$44.00	41.80	39.60	37.40	35.20																
28pg	\$46.00	43.70	41.40	39.10	36.80																

\* Call for modular size discounts & additional contract availability

\*\$5cpm zoning charge

**RGV**

**FREEDOM**  
COMMUNICATIONS, INC.