

**Daily**

State Zip	City	Daily Hard Copy	Daily Single Copy	TOTAL
78501	McAllen	62	98	160
78503	McAllen	22	214	236
78504	McAllen	19	53	72
78516	Alamo	24	77	101
78520	Brownsville	362	250	612
78521	Brownsville	1,002	413	1,415
78526	Brownsville	371	69	440
78537	Donna	21	75	96
78539	Edinburg	49	451	500
78543	Elsa	3	78	81
78548	La Grulla	3	0	3
78550	Harlingen	239	115	354
58557	Hidalgo	0	137	137
78566	Los Fresnos	14	0	14
78570	Mercedes	3	0	3
78572	Mission	149	637	786
78574	Mission	0	5	5
78575	Olmito	55	17	72
78576	Penitas	0	18	18
78577	Pharr	52	140	192
78578	Port Isabel	4	0	4
78580	Raymondville	2	0	2
78582	Rio Grande City	13	138	151
78584	Roma	20	0	20
78586	San Benito	0	39	39
78596	Weslaco	25	292	317
	All Other	30	0	30
	<b>TOTAL</b>	<b>2,544</b>	<b>3,316</b>	<b>5,860</b>

**Sunday**

State Zip	City	Sunday Hard Copy	Sunday Single Copy	TOTAL
78501	McAllen	62	98	160
78503	McAllen	22	214	236
78504	McAllen	19	53	72
78516	Alamo	24	77	101
78520	Brownsville	362	250	612
78521	Brownsville	1,002	413	1,415
78526	Brownsville	371	69	440
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78596	Weslaco	25	292	317
	All Other	30	0	30
	<b>TOTAL</b>	<b>2,544</b>	<b>3,316</b>	<b>5,860</b>

Effective 10/29/09

# El Nuevo Herald

## RETAIL

**Daily**

Open Rate \$8.95  
**Group 3+ Papers \$8.78**

**Sunday**

Open Rate \$8.95  
**Group 3+ Papers \$8.95**

**Daily Contract**

\$50,000 \$7.42  
 \$100,000 \$7.05  
 \$200,000 \$6.67  
 \$300,000 \$6.48  
 \$700,000 \$6.11

**Sunday Contract**

\$50,000 \$7.42  
 \$100,000 \$7.05  
 \$200,000 \$6.67  
 \$300,000 \$6.48  
 \$700,000 \$6.11

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	\$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

