

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	Elec-tronic Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp	Elec-tronic Editions	Total Paid	Avg. Proj. Pd. Circ.*	Cmbd Avg. (Mon-Fri) Avg. Proj. Pd. Circ	Hshld. Cov.			
78076	Zapata	4,250		100		100		100	79	1.9%												
78501	McAllen	20,455	3,478	4,318	110	7,906		7,906	6,267	30.6%	3,437	1,398	600	5,435	51	5,486	4,386	4,418	21.60%			
78503	McAllen	5,659	560	690	1	1,251		1,251	992	17.5%	557	528	265	1,350		1,350	1,079	1,087	19.20%			
78504	McAllen	15,343	3,207	959		4,166	236	4,402	3,489	22.7%	3,151	494	416	4,061	296	4,357	3,483	3,509	22.90%			
78516	Alamo	7,982	2,068	864		2,932		2,932	2,324	29.1%	2,054	575	356	2,985		2,985	2,386	2,404	30.10%			
78520	Brownsville	17,376	5	125		130		130	103	60.0%	5	75		80		80	64	64	40.00%			
78521	Brownsville	27,052	4	50		54		54	43	20.0%	4	40		44		44	35	35	10.00%			
78537	Donna	10,591	1,826	875		2,701		2,701	2,141	20.2%	1,816	710	403	2,929		2,929	2,342	2,359	22.30%			
78538	Edcouch	6,389	206	325		531		531	421	6.6%	204	190	238	632		632	505	509	8.00%			
78539	Edinburg	16,742	2,292	3,848	285	6,425	27	6,452	5,114	30.5%	2,259	2,122	1,270	5,651	54	5,705	4,561	4,594	27.40%			
78540	Edinburg		26			26		26	21		26					26	21	21				
78541	Edinburg	17,223	1,367	65		1,432		1,432	1,135	6.6%	1,347	25	520	1,892	34	1,926	1,540	1,551	9.00%			
78543	Elsa		234	555		789		789	625		231	390		621		621	496	500				
78548	La Grulla	451	48			48		48	38	8.4%	48			48		48	38	39	8.60%			
78550	Harlingen	18,360	4	75		79		79	63	30.0%	5	125		130		130	104	105	60.00%			
78557	Hidalgo	2,856	184	115		299		299	237	8.3%	181	42	185	408		408	326	329	11.50%			
78560	La Joya	1,558	129			129		129	102	6.5%	127		431	558		558	446	449	28.80%			
78562	La Villa		50			50		50	40		51			51		51	41	41				
78570	Mercedes	7,985	444	382		826		826	655	8.2%	440	217	38	695		695	556	560	7.00%			
78572	Mission/McAllen	25,662	5,762	4,459	30	10,251	64	10,315	8,177	31.9%	5,697	1,870	1,430	8,997	114	9,111	7,284	7,337	28.60%			
78573	Mission	7,828	393			393		393	312	4.0%	389		20	409		409	327	329	4.20%			
78574	Mission	12,324	1,449	45		1,494		1,494	1,184	9.6%	1,423	15	340	1,778		1,778	1,421	1,432	11.60%			
78576	Penitas		121			121		121	96		121			121		121	97	97				
78577	Pharr/McAllen	18,464	3,114	1,850	15	4,979		4,979	3,947	21.4%	3,094	1,140	650	4,884	43	4,927	3,939	3,968	21.50%			
78578	Port Isabel	4,233	70			70		70	55	1.3%												
78579	Progresso		92			92		92	73		91			91		91	73	73				
78582	Rio Grande City	11,151	665	620	5	1,290		1,290	1,023	9.2%	663	425	19	1,107		1,107	885	891	8.00%			
78584	Roma/Falcon Heights	5,870	180			180		180	143	2.4%	180		40	220		220	176	177	3.00%			
78588	San Isidro	70	12	46		58		58	46	65.7%	12	13		25		25	20	20	28.60%			
78589	San Juan	8,245	1,060	1,690		2,750		2,750	2,180	23.6%	1,043	790	441	2,274		2,274	1,818	1,831	19.80%			
78595	Sullivan City	1,278	45			45		45	36	2.8%	45		128	173		173	138	139	10.90%			
78596	Weslaco/Donna	17,309	2,416	2,260	40	4,716		4,716	3,738	21.6%	2,392	1,435	331	4,158	41	4,199	3,357	3,381	19.50%			
78597	South Padre Island	1,828	1	400		401		401	318	17.4%	1	185		186		186	149	150	8.20%			
	Misc. Zip Codes		293	7		300	174	474	375		298	33		331	189	520	417	420				
	GRAND TOTAL		31,735	24,793	486	57,014	501	57,515	45,592		31,392	12,937	8,121	52,450	822	53,272	42,590	42,900				

SOURCE - ABC Audit Report March 2008.

The Monitor

RETAIL

Daily

Open Rate \$50.22
Group 3+ Papers \$42.68

Daily Contract

\$50,000 \$41.66
 \$100,000 \$39.55
 \$200,000 \$37.44
 \$300,000 \$36.38
 \$700,000 \$34.28

Sunday

Open Rate \$59.26
Group 3+ Papers \$50.38

Sunday Contract

\$50,000 \$49.16
 \$100,000 \$46.67
 \$200,000 \$44.18
 \$300,000 \$42.93
 \$700,000 \$40.44

CLASSIFIED

Open Rate

Daily \$35.77
 Sunday \$42.21

Contract

\$50,000
 Daily \$29.67
 Sunday \$35.01

\$75,000

Daily \$28.92
 Sunday \$34.13

\$100,000

Daily \$28.17
 Sunday \$33.24

\$200,000

Daily \$26.67
 Sunday \$31.47

RECRUITMENT

Daily \$39.35
 Sunday \$46.43

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%			
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