



# El Perico Spanish Newspaper

**South East Texas**  
 Hispanic News Paper  
 Po Box 1810 | Nederland, Texas 77627

## 2011/2012 rate card

Front and Back page ad sizes will vary depending on availability

Ad Size	1 ad	13 ads	26 ads
	Cost Per ad	Per ad	Per ad
Full Page B/W	\$1250	\$1100	\$900
Full Page color	\$1400	\$1300	\$1100
Back page	\$1500	\$1400	\$1200
Front page size varies 11.5X21	\$2400	\$2100	\$1700
Half Page B/W	\$850	\$750	\$600
Half page color	\$950	\$850	\$700
Back page	\$1050	\$950	\$800
Front page size varies 11.5X10.5	\$1600	\$1400	\$1100
¼ Page B/W	\$650	\$550	\$450
¼ page color	\$725	\$625	\$525
Back page	\$800	\$750	\$650
Front page size varies 5.50X10.50	\$1200	\$1000	\$800
1/8 page B/W	\$450	\$400	\$300
1/8 page color	\$500	\$450	\$400
Back page	\$650	\$500	\$450
Front Page size varies 5.50X3.313	\$900	\$800	\$600
Column inch rate 1.778	\$25	\$22	\$20
Public Notice Ad \$100 for additional 2x3 ad	\$750	n/a	n/a
Discounts on paid in full contracts	n/a	5%	10%

**RATES & TERMS:** Rates are net to the publisher and are guaranteed for the term of your insertion order. Cancellation of any portion of a contract voids all rate and position protection and ads ran will be re-invoiced at the above rates based on the number of ads ran. 30 day written notice is required for all cancellations and annual contracts will automatically renew if notice of cancelation is not provided 30 days before end of contract. No refunds on Pre paid contracts. 15-30 day payment terms shall only be provided to clients with approved credit application. 5% cash discount on all contracts over 12 issues paid in full.

Ad size \_\_\_\_\_ Contract rate \_\_\_\_\_ Start/End date \_\_\_/\_\_\_/\_\_\_ to \_\_\_/\_\_\_/\_\_\_

Signature \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

All rates are non commissionable!

**For more information Contact**

**Caleb Avila @ 409-724-0814 [pericomail@gmail.com](mailto:pericomail@gmail.com) or**  
**Kytinna Soto @ 409-549-2160 [Kytinna@thesotogroup.com](mailto:Kytinna@thesotogroup.com)**



**El Perico was established in December 2002, in Port Arthur Texas by Caleb Avila. With patience, endurance and an overwhelming response from the Hispanic community, the newspaper quickly expanded from only one county to over ten and is still growing...**

**The readership demand continues to increase with each edition published and El Perico is reaching the Hispanic market with a growing number of over 25,000 copies distributed in South East Texas.**

**Our goal is: Work hard to reach all residents in all cities and counties by establishing news for all Hispanic origins, with great shopping guides, news, entertainment, school district information, and professional assistance to the public.**

**We have made it our goal to continue helping businesses and individuals reach the Hispanic Market in South East Texas.**

**Come advertise with the el Perico and watch your business grow as you reach into the Hispanic communities in South East Texas.**

**Thank you,  
The Staff of El Perico**



## **Distribution**

El Perico distribution methods prove very effective for those who place advertisement with us and want to reach a vast number and variety of readers in the Southeastern Texas areas

El Perico is distributed the every other week of each month, free of charge via street newspaper racks located in areas where a high density of Hispanics are located and at downtown business centers in all the cities of circulation. El Perico is also distributed at supermarkets, hospitals, colleges & schools, professional offices, neighborhood stores, social and civic organizations and restaurants.

## **Demographics: El Perico Readers**

- Hispanic or Latino (of any race) 78.4% (Mexican 65%, Other Latinos 12.6%)
- Not Hispanic 21.6%

## **Larger Families; Bigger Households**

- Hispanic family is larger than a non-Hispanic one. The number of Hispanic households has grown 3.7 average persons in a Hispanic family compared to 2.7 in a non Hispanic family.

## **A Younger Market**

- The median age for Hispanic males is 25.8 and the median age for females is 26.7. Non-Hispanics have a median age of 35.7 overall.



## **Hispanic Population Quick Facts and Figures**

To Hispanics, if you advertise to them in their language, you respect them and their culture. 36% say they remember more about ads in Spanish, 48% believe Spanish ads respect their heritage and 47% feel loyal to companies with Spanish ads. (Simmons Hispanic Study/Psychographics, 2004)

Language Capability. 62% of Hispanics are “English Capable” – comfortable speaking English as well as Spanish. They read our paper because they like the content not because they don’t understand English.

Hispanic share represents 24% of the total spending in South East Texas. It will steadily grow, reaching nearly one-third (29%) of total expenditures in 2010. Hispanic expenditures are projected to grow 4 times the 2005 average over the next 20 years. (Global Insight 2005 Pop Forecast)

### **Disclaimer**

Although El Perico respects the opinion of those who collaborate with us, we do not necessarily agree with their opinion. El Perico does not assume any responsibility for any claims made by our advertisers. El Perico, reserves the right, to reject any advertisement.