

El Sentinel

PUBLICACIÓN DE ORLANDO SENTINEL COMMUNICATIONS

ORLANDO SENTINEL'S SPANISH LANGUAGE NEWSPAPER

Central Florida's full-color, Spanish-language weekly newspaper is the area's premier source for Hispanic news and information.

Every Saturday, more than 80,000 copies are distributed free of charge in strategic areas throughout Central Florida via home delivery, vendor boxes and rack delivery. These targeted areas have been carefully selected to ensure El Sentinel reaches readers who are interested in news relevant to the Hispanic community.

Every week, Orlando's Hispanic population grows by over 700 residents. Orlando's Hispanic population is one of the fastest growing in the nation.

National Advertising Display Rates - Per Ad

| Frequency | General Rate |
|---------------------|--------------|
| 1x | \$31.00pci |
| 2x | \$29.00pci |
| 13x | \$28.00pci |
| 26x | \$25.00pci |
| 52x | \$22.00pci |
| Color Rate | |
| Spot: | \$450.00 |
| Multi Color: | \$800.00 |

Total Distribution = 80,393

Preprint and News Bag distribution rates are available.

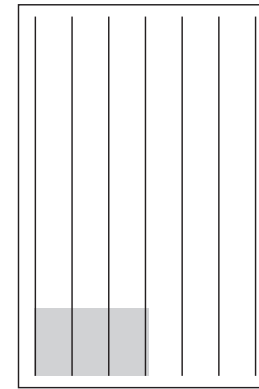
Prices effective until December 31, 2008

El Sentinel – The only ABC – Audited Hispanic publication in Central Florida

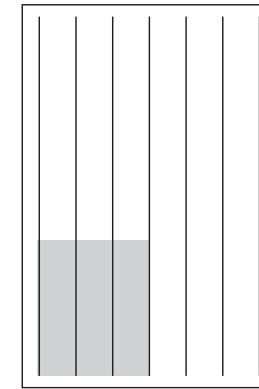
El Sentinel Distribution Area



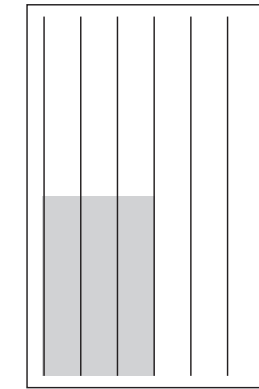
SPECIFICATIONS FOR COMMONLY ORDERED AD SIZES



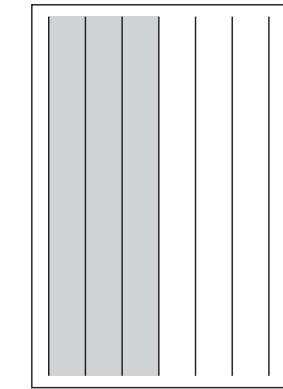
1/16 Page
3 x 2.62" = 7.875"



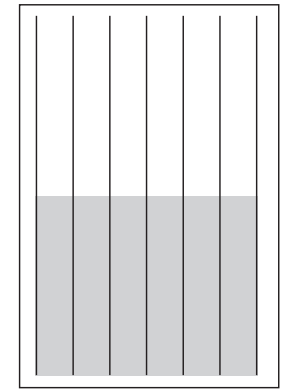
1/8 Page
3 x 5.25" = 15.75"



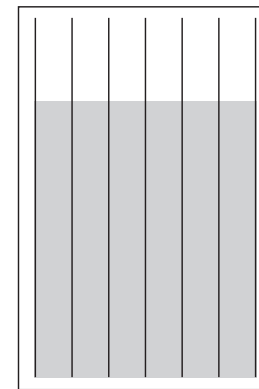
1/4 Page
3 x 10.5" = 31.5"



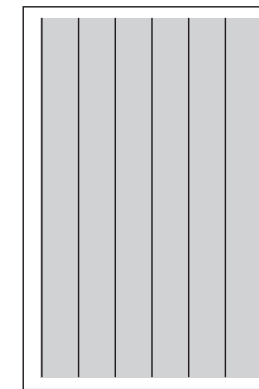
1/2 Page Vertical
3 x 21" = 63"



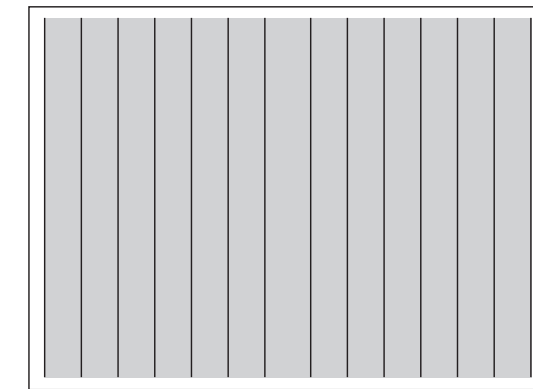
1/2 Page Horizontal
6 x 10.5" = 63"



3/4 Page
6 x 16" = 96"



Full Page
6 x 21" = 126"



Double Truck
12.75 x 21" = 267.75"

FAST FACTS

- In 2008, Central Florida's Hispanic population is expected to top 565,300.
- Over one in five Orlando adults are of Hispanic origin.
- Orlando's Hispanic market ranks 4th in per capita buying power.

Sources: US Census - Orlando MSA; Orlando Sentinel Marketing Department

DEADLINES

| | | | |
|--|-----------------------|-----------|---------|
| El Sentinel publishes Saturday. Display deadlines are as follows: | Space | Wednesday | 5 p.m. |
| | Copy for proof | Wednesday | 10 a.m. |
| | Translation | Tuesday | 5 p.m. |
| | Proof back & no proof | Thursday | 5 p.m. |
| | Classified agate | Friday | 10 a.m. |

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