



Hispanic Owned Newspapers

www.chpg1.org

www.nahp.org

Street Address: 411 W. 9th Ave • Escondido, CA 92025-5034
Mailing Address: PO BOX 462016 • Escondido, CA 92046-2016
Tel: (760) 740-9561 • Fax: (760) 737-3035 or 747-1626

“e-Mail” : info@hispanosnews.com • Web-Site: “<http://www.hispanosnews.com>”

RE: HISPANOS UNIDOS DATA & DIMENSION
San Diego/Riverside Counties - LOCAL ADVERTISING RATES

PUBLICATION:

HISPANOS UNIDOS NEWSPAPER

LANGUAGE:

SPANISH

PUBLISHER:

M. ANA HANNEGAN (PRESIDENT/C.E.O.)

EDITOR:

JAIME A. CASTAÑEDA

SALES DIRECTOR:

JAIME A. CASTAÑEDA

FREQUENCY:

WEEKLY FRIDAYS

NO. OF DISTRIBUTION POINTS:

OVER 500

NO. OF COPIES PUBLISHED:

26,000 Copies Published Weekly

NO. OF READERS PER COPY:

5.8 People Per Copy

TOTAL NO. OF READERS PER ISSUE:

150,800 Weekly Readers

AUDITED BY:

VAC (PRIOR YEARS - 415 383-3623)

CPVS (PRIOR YEARS - 608 238-5011)

LEGAL ADJUDICATED NEWSPAPER:

Adjudicated Legal “newspaper of general circulation” for the County of San Diego on February 22, 1994 (legal notice)

MAJOR AREA CIRCULATED:

SAN DIEGO COUNTY (CA)

RIVERSIDE COUNTY (CA)

FORMAT:

BOARD SHEET (Standard SAU)

IMAGE SIZE:

11.75" (width) X 21" (height)

COLUMN WIDTH:

1.828" (1 53/64")

GUTTER:

0.1564"

HEIGHT:

21"

HALFTONE SCREEN LINES PER INCH:

85

FEDERAL TAX INFORMATION:

E.I.N.: 33-0653295 • CALIF. CORPORATION

LOCAL COLUMN INCH RATE BY FREQUENCY/INSERTIONS (X= Insertion(s)/Order(s)):

01X= \$12.00; 04X= \$11.50; 08X= \$11.00 12X=\$10.50 24X= \$10.00; 38X= \$9.50; 52X+= \$9.00

TELEPHONE & FAX NO:

(760) 740-9561 • 737-3035 or 747-1626

STREET ADDRESS:

HISPANOS UNIDOS

411 WEST NINTH AVE

ESCONDIDO, CA 92025-5034

MAILING & BILLING ADDRESS:

HISPANOS UNIDOS

PO BOX 462016

ESCONDIDO, CA 92046-2016

PRINTER:

ADVANCE WEB PRINTING

(760) 727-1700

2260 Oak Ridge Way

VISTA, CA 92081

INSERTS:

NO LONGER DOING FSI

READERS SURVEY BY:

ADM COMMUNICATIONS

(619) 673-0215

Western Publication Research

(760) 433-0195

MINOR AREA CIRCULATED:

SAN BERNARDINO COUNTY (CA)

IMPERIAL VALLEY COUNTY (CA)

PAPER TYPE:

NEWSPRINT

TOTAL COLUMN INCHES:

126 (6 columns x 21" = 126 column inches on full page)

NO OF COLUMNS:

6 (column width size 1.828" each x 6 = 10.968")

NO OF GUTTERS:

5 (width size 0.1564" each x 5 = 0.782")

USE OF COLOR:

YES @ \$125 PER COLOR (NON-COMMISSIONABLE)

FULL COLOR:

YES @ \$375 FULL COLOR (NON-COMMISSIONABLE)

PUBLICATION ESTABLISHED:

NOV. 16, 1987 (1st Edition)

Jaime A. Castañeda
Editor/Advertising Sales Manager

M. Ana Hannegan
Publisher/C.E.O.