



Hispanic Owned Newspapers

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**RE: HISPANOS UNIDOS DATA & DIMENSION**  
**San Diego/Riverside Counties - NATIONAL ADVERTING 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

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

01X= \$24.00; 06X= \$23.00; 12X= \$22.00; 18X= \$21.00; 24X+= \$20.00

**TELEPHONE & FAX NO:**

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**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.