

El Pueblo

C A T Ó L I C O

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Statistics indicate that the Hispanic population in the United States—and especially in Colorado—has grown tremendously over the last five years. An estimated 72.6 percent of Hispanics living in the United States are Catholic, according to the Hispanic Affairs division of the United States Conference of Catholic Bishops. Is the growing Hispanic population, known for brand loyalty and a high level of disposable income as a whole, a customer base you can afford to overlook?

El Pueblo Católico, the official Spanish-language newspaper of the Archdiocese of Denver, is currently mailed to 8,000 Hispanic Catholics in northern Colorado monthly. The mission of *El Pueblo Católico* is to help Hispanics in northern Colorado better understand the teachings of the Church, transforming their faith into daily life while preserving their cultural identity.

By advertising in *El Pueblo Católico* you will reach 8,000 readers at extremely attractive advertising rates. **Below are sizes and prices for black and white ads in *El Pueblo Católico*:**

AD RATES \$7 PER INCH		AD SIZES		PAGE DIMENSIONS	
Full Page	\$437.50	Full Page	5c x 12.5 = 62.5"	1 column width	1.85"
1/2 Page	\$218.75	1/2 Page	5c x 6.25 = 31.25"	2 column width	3.95"
1/4 Page	\$109.34	1/4 Page	2c x 7.81 = 15.62"	3 column width	6.05"
1/8 Page	\$54.60	1/8 Page	2c x 3.90 = 7.80"	4 column width	8.15"
1/16 Page	\$27.30	1/16 Page	1c x 3.90 = 3.90"	5 column width	10.25"
				<i>Our page is 10.25" w x 12.5" h</i>	

COLOR PREMIUMS: B/1C \$250, B/2C \$375, B/3C \$650

FREESTANDING INSERTS

\$695.00 Flat Rate

We accept preprinted, free standing inserts folded to 8.5" X 11" or smaller. Two samples are required prior to insertion. They must be shipped banded and skidded one week prior to publication date to: Signature Offset, 4910 Northpark Dr., Colorado Springs, CO 80918. Phone (719) 594-4540

DEADLINES

El Pueblo Católico is printed on the first Tuesday of the month. Advertising space reservations should be made a minimum of two weeks prior to print date. All finished materials must be received by 5:00 p.m. on the Wednesday preceding the Monday date of printing.

ACCEPTED DIGITAL MATERIALS

Digital ads may be sent via email to: dcrads@archden.org

Be sure to include all necessary fonts and graphics to output your digital files. We are a PC-based newspaper, and can work with the following file formats and their extensions: *Adobe Acrobat 5.0 or lower .pdf*; *Photoshop 7.0 .psd*; *QuarkXpress 6.0 or lower .qxd*; *Word 2000 .doc*. We accept the following graphic formats: *.tif*, *.eps*, *.bmp*, and *.jpg*. While a few other formats may be accepted, please speak to your sales representative for more information.