

ENGLISH
VERSION



**WE COVER A MARKET NOT
REACHED BY ANY OTHER
MEDIA IN ARIZONA.**

WHY ADVERTISE IN EL IMPARCIAL?

EL IMPARCIAL

DIARIO INDEPENDIENTE DE SONORA

- Established in 1937.
- Based in Hermosillo, Sonora, Mexico.
- Recipient of several journalism and design awards.
- Daily circulation between 38,935 and 40,287 on Sundays.
- Standard Newspaper.
- Visit us at www.EL IMPARCIAL.COM

STATISTICAL STUDIES SHOW EL IMPARCIAL IS

The most read newspaper in Northwest Mexico.

EL IMPARCIAL, a Healy Newspaper established in 1937, is the leading Spanish daily standard paid newspaper in Northwest Mexico.

EL IMPARCIAL is printed in Hermosillo, the capital of Sonora. It is also sold in Tucson and Southern Arizona.

EL IMPARCIAL has 78 years of operation in Sonora and 48 years connecting Arizona Business with Sonora's billion dollar market. www.elimparcial.com

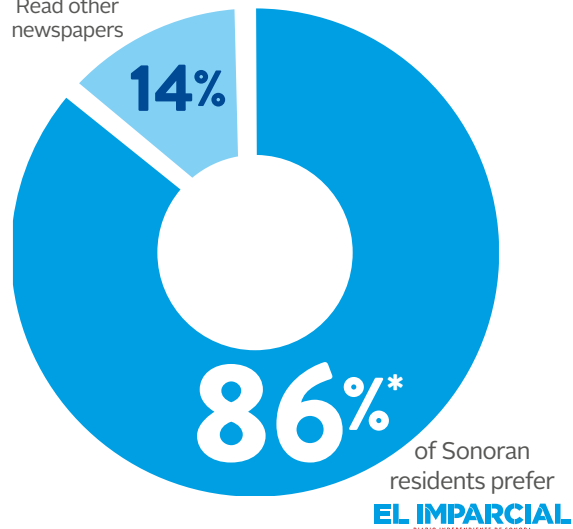
Some of the Awards we have received:

IPYS AWARDS 2005 • Inter American Press Association AWARDS 1992 to 1995, 1998, 1999, 2001, 2002, 2003 and 2005 • SND AWARDS 1998 to 2005 and 2006 • NATIONAL PRESS AWARD 2002 to 2004.

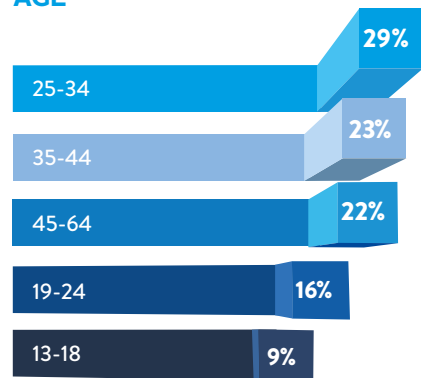
In 2014 and 2015 received a certificate of recognition for his commitment to Social Responsibility.



Read other newspapers

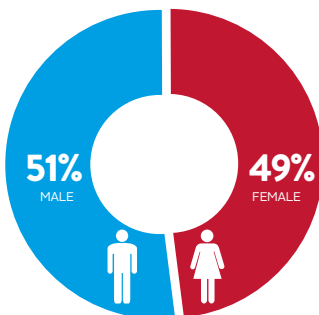


AGE

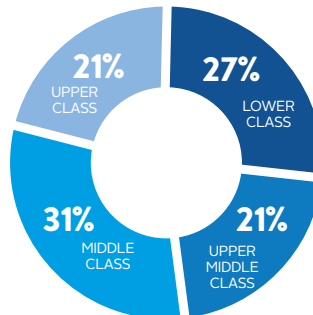


READER PROFILE

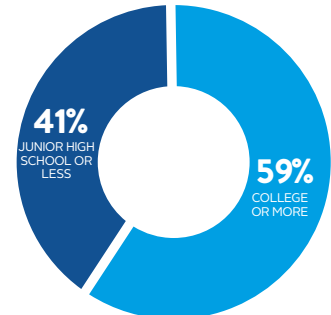
GENDER



INCOME LEVEL



ACADEMIC LEVEL



THE BEST OPTION TO ADVERTISE YOUR SERVICE OR COMPANY.

Area of
influence
Sonora and
Tucson/ Southern
Arizona.



Sonora

Agua Prieta
Álamos
Altar
Arizpe
Bacabampo
Bácum
Bahía de Kino
Banámichi
Baviácora
Benjamín Hill
Caborca
Cananea
Carbó
Cd. Obregón
Cumpas
Empalme
El Oasis
Esperanza
Etchojoa
Guaymas

Hermosillo
Huatabampo
Huépac
Ímuris
Magdalena
Mazatán
Moctezuma
Naco
Nacozari
Navojoa
Nogales
Puerto Peñasco
Sahuaripa
San Carlos
Santa Ana
Sonoyta
Ures
Vícam

Arizona

Nogales
Tucson

EL IMPARCIAL ARIZONA MAGAZINE

A fine way TO REACH YOUR SONORAN MARKET

Besides advertising in EL IMPARCIAL newspaper, your 'best connector' to the rich Sonora Market any day of the week and in any section, you can also target that market in EL IMPARCIAL ARIZONA MAGAZINE, published six times a year and runs in the full circulation of EL IMPARCIAL Newspaper, or run your ad twice a month in the ARIZONA Newspaper Section/Sociales or in TODO SOBRE ARIZONA PAGE/ ESPECTACULOS SECTION of EL IMPARCIAL.



The Mexican Visitors in Arizona have a positive impact on the Arizona economy. In 2013 a total of 23.1 million travelers from Sonora crossed the Arizona border port of entries, reports the USA Customs & Border Protection Agency (CBP).

Since January 1, 2014, by law, the Mexican businesses, stores and restaurants along the Mexico-US border have to raise the sales taxes from 11% to 16%. This represents a bonanza for the stores and businesses on the US border. In Arizona the sales tax is only 8.1 percent.

CAREFULLY DESIGNED TO REACH SPECIFIC TARGETS

EL IMPARCIAL SONORA Magazines

- Arizona
- Plana Todo Sobre Arizona
- Ei Suplemento EL IMPARCIAL
- Novias y Bodas
- Tu Día Inolvidable
- Zona Escolar
- Directorio Universitario
- EL IMPARCIALITO
- Empresas Socialmente Comprometidas
- Agronegocios
- Imágenes y Acontecimientos
- Ofertazo



EL IMPARCIAL ARIZONA and SONORA Magazines circulate in EL IMPARCIAL full Sonora/Southern Arizona distribution and are placed in some key locations in accordance with the subject of the magazine.

As an added value to the advertising, EL IMPARCIAL Magazines can be seen and read on EL IMPARCIAL website. Go to www.elimparcial.com select EDICION IMPRESA and scroll to Revistas/Suplementos. Double click and you have it. These readers are in addition to the 35-38,000 copies sold of EL IMPARCIAL.

INSERT RATES

Commercial print service and insertion on the entire **EL IMPARCIAL** distribution network.

► PAPERS

- Newsprint.
- Alternative.
- Bond.
- LWC.
- Couché.

► PRINT SIZES

- Letter.
- Half tabloid.
- Tabloid.
- Standard.

► FINISHES:

- Trim.
- Stapled.
- Collated.

► MATERIAL:

- Source files: JPG or PDF.
- High resolution.
- Time prior required: 72 hours for porous paper and 7 days for fine papers.

► SAMPLES:

Flyers, brochures, newspapers and magazines.



No. of pages *Per thousand	1-6	8	10	12	More
	\$71.62*	\$71.69*	\$74.90*	\$75.97*	\$99.51*

*Rates in USD

Minimum size: 8" wide by 10" high.
Maximum size: 11.80" wide by 21" high.

Minimum of **10,000** inserts.
If you insert fewer than 10,000, you will still be charged for 10,000 plus an additional fee of \$150 per shipment.
Inserts of **11,000** or more pay no additional fee.

Some of our valued customers are:

- Target • Kmart • Toys R Us • Safeway • Old Navy
- Office Max • Sears • Pep Boys • Anna Linens • Walgreens

EL IMPARCIAL
DIARIO INDEPENDIENTE DE SONORA

Warehouse/ELIMPARCIAL Secomex LLC
24 North Freeport Drive. NOGALES, AZ. 85621
Phone: (520) 281-9808 • US Toll Free 1 (855) 745-1222
Hours: MON-FRI 8 am - 6 pm SAT 9 am - 1 pm

SECTIONS

- **General**/ Full circulation.
- **Metro**/ Hermosillo.
- **Mercados**/ Full circulation/ Business.
- **Internacional**/ Full circulation / International news.
- **Sonora**/ Full circulation.
- **Obregón**/ Obregon city.
- **Nogales**/ Nogales and Northern Sonora.
- **Deportes**/ Full circulation/ Sports.
- **Sociales**/ Full circulation/ Social.
- **Espectáculos**/ Full circulation/ Entertainment.
- **loseconomicos.com**/ Full circulation/ Classified.
- **Informática**/ Full circulation/ Gadgets & Technology.
- **Automotor**/ Full circulation/ Cars.
- **Perfiles**/ Full circulation/ Culture.
- **Activa** / Full circulation/ Lifestyles.
- **EL IMPARCIALITO** / Full circulation/ Children.
- **Arizona** / Full circulation/ Special page.



Advertising national Rates 2015	\$34.97 per column inch Monday thru Saturday		CERTIFIED DAILY PAID CIRCULATION weekly 38,935 sunday 40,287	
	\$35.91 per column inch Sunday and Magazines			
Color rates	One color: 25% additional		Full color: 65% additional	
Classifieds	WORD \$1.42 10 words 3 days minimum		DISPLAY \$30.26 Monday - Saturday \$31.80 Sunday per column inch	
	EDICTS \$40.95 dls. per column inch With the appropriate translation in Spanish		Payment in advance for all classifieds and edicts	

* Rates in USD

EL IMPARCIAL AD SIZES

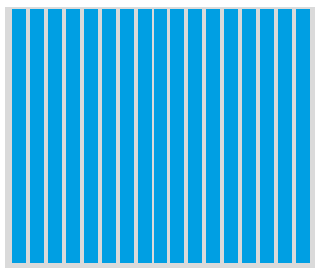
STANDARD NEWSPAPER



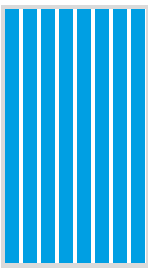
Columns	Inches
1	1.14"
2	2.44"
3	3.74"
4	5.04"
5	6.34"
6	7.64"
7	8.94"
8	10.24"
17	21.18"

AD REQUIREMENTS:

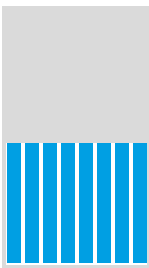
- Ad formats: JPEG or PDF.
- Resolution for Newspaper and Magazines: 300 dpi.
- For color, use CMYK; for white and black, use grayscale.
- Use 100% black on text (C = 0%, M = 0%, Y = 0%, K = 100%), no composite black (mixed inks).
- Specify size and date of first publication.



Double Trunk
17 col. x 20"



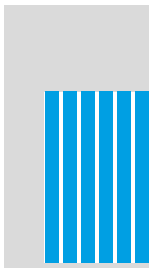
Full Page
8 col. x 20"



1/2 Page
8 col. x 10"



1/2 Page
4 col. x 20"



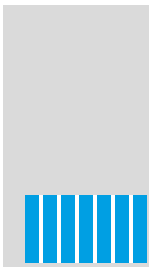
1/2 Page
6 col. x 13.3"



1/4 Page
4 col. x 10"



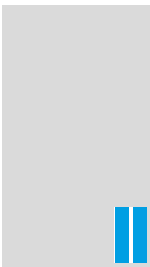
1/4 Page
3 col. x 13.3"



1/4 Page
7 col. x 5.7"



1/8 Page
3 col. x 6.5"



1/16 Page
2 col. x 4.5"



6 col. x 16"

MAGAZINE AD SIZES

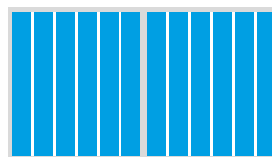
TABLOID



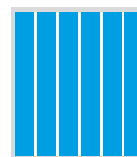
Columns	Inches
1	1.5"
2	3.2"
3	5"
4	6.6"
5	8.3"
6	10"



Back cover
10.24" x 11.4"



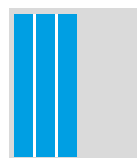
Double trunk
12 col. x 11"



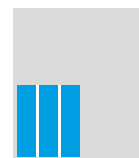
Full page
6 col. x 11"



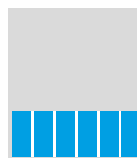
1/2 page
6 col. x 5.5"



1/2 page
3 col. x 11"



1/4 page
3 col. x 5.5"



1/4 page
6 col. x 3.5"

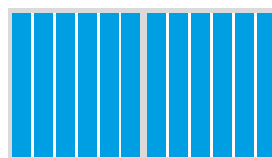
SPECIAL TABLOID



Columns	Inches
2	2.95"
3	4.56"
4	6.20"
6	9.44"



Back cover
10.24" x 11.4"



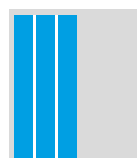
Double trunk
20.07 x 10.19"



Full page
6 col. x 10.19"



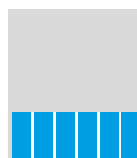
1/2 page
6 col. x 4.95"



1/2 page
3 col. x 10.19"



1/4 page
3 col. x 4.95"



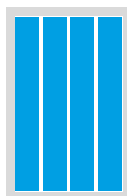
1/4 page
6 col. x 2.35"

1/3 page (2 cols. x 10.19" o 6 col x 3.5") • 1/6 page (2 cols. x 4.95") • 1/12 page (2 cols. x 2.32")

HALF TABLOID



Columns	Inches
2	2.6"
4	5.5"



1 page
4 col. x 9.4"



1/2 page
4 col. x 4.7"



1/6 page
2 col. x 3.1"

AD REQUIREMENTS:

- Ad formats: JPEG or PDF.
- Resolution for Newspaper and Magazines: 300 dpi.
- For color, use CMYK; for white and black, use grayscale.
- Use 100% black on text
(C = 0%, M = 0%, Y = 0%, K = 100%),
no composite black (mixed inks).
- Specify size and date of first publication.

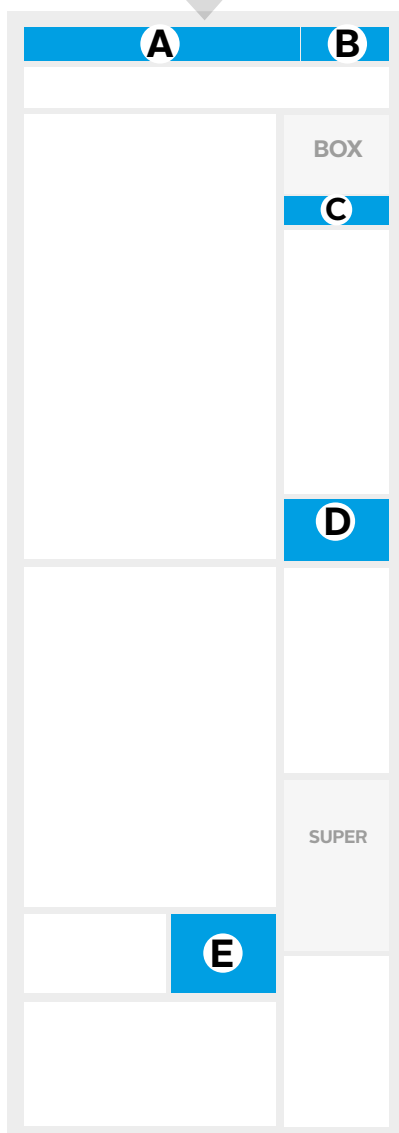
WEB PORTAL

EL IMPARCIAL.COM

**THE MOST VISITED
WEBSITE IN NORTHWEST
MEXICO**



BANNERS AREA



-15%

-20%

-25%

	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
BANNERS AREA	Monthly fee USD	Monthly fee USD	Monthly fee USD	Monthly fee USD
A	\$5,158.00	\$4,384.00	\$4,126.00	\$3,868.00
B	\$3,868.00	\$3,288.00	\$3,095.00	\$2,901.00
C	\$2,450.00	\$2,082.00	\$1,960.00	\$1,837.00
D	\$1,289.00	\$1,096.00	\$1,032.00	\$967.00
E	\$1,032.00	\$877.00	\$825.00	\$774.00

* Rates in USD.

	IMPACT SECTIONS				
BANNERS AREA	Home	Notes	Sections	Printed edition	Classified
A	★	★	★	★	★
B	★	★	★	★	★
C	★	★	★		
D	★				
E	★				

Minimum Purchase 20,000 impressions

A

730 x 90
PIXELES

B

235 x 90
PIXELES

C

300 x 100
PIXELES

D

300 x 250
PIXELES

E

300 x 250
PIXELES

NEW PRODUCTS

EL IMPARCIAL.COM

PREHOME

Prior to the home page
www.elimparcial.com

\$453.00 USD daily.



LAYERS (Rich Media)

Animated banner with a 10 seconds video with audio.
It can be directed through market segmentation by
geographic location, time and impressions per user.

20,000 impressions **\$387.00 USD**.



MASS MAILING

Direct advertising sent by email to a database of our readers.
170,000 users receive your promotions.

Mailing cost **\$85.00 USD**.



***Please note: The mailing will be send only if it has a special promotion or discount. We seek to ensure that our users really get a plus for giving us their information.

BANNER SKIN

This banner easily allows to change the look of our website
with your brand.

\$272.00 USD daily.



* Rates in USD.

NEW PRODUCTS

EL IMPARCIAL.COM

ADVERTISING VIDEO

The videos will have a maximum duration of 30 seconds. You can send your video ready, or if you prefer, we can develop a basic one with images and voice in our video department.

\$230.00 USD daily.



APP BANNER (iOS y Android)

Cell phone banner for the 2 operating systems commonly used by our readers, measuring 320x50 pixels.

\$923.00 USD monthly • **\$31.00 USD** daily

APP PREHOME (iOS y Android)

Prior to the start of the www.elimparcial.com app, measures 600x315 pixels. Is the new way to be everywhere!

\$85.00 USD daily.



SOCIAL NETWORKS

We offer a comprehensive strategy to promote your brand in the best digital products of the market.

Mention on **Twitter** and **Facebook** **\$85.00 USD**.

PROMOTE YOUR BRAND ON SOCIAL NETWORKS.

Facebook advertising from **\$193.00 USD**.

Google advertising from **\$193.00 USD**.

COMMUNITY MANAGER

- Social networks management: Facebook and Twitter.
- Header and background design for Facebook and Twitter.
- Two designs of promotions.
- Advice on other social networks: Foursquare, Vine, Instagram, Pinterest.

\$385.00 USD.



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