

El Reportero Las Vegas Hispanic News Magazine

Year Establish 2000

Frecuency: 12 x Year

La Revista Latina Para Todos Los Hispanos

Media Kit 2010

THE PREMIER SPANISH-LANGUAGE NEWS PUBLICATION FOR U.S. HISPANICS

Throughout the years, *El Reportero Las Vegas Magazine* has become the leading magazine targeting U.S. Hispanic professionals, entrepreneurs, innovators, and trendsetters. Today, *El Reportero Las Vegas Magazine* has become more than a source of information for the U.S. Hispanic Community – it has become an integral part of their lives. With topics ranging from lifestyle, career, politics to culture, arts, entertainment and business, *El Reportero Las Vegas Magazine* has established itself as the most-read publication for those interested in Hispanic news and culture. With over 30,000 copies distributed across the nation, *El Reportero Las Vegas Magazine* never ceases to amaze its loyal readers with its ability to adapt and transcend Hispanics' ever-changing needs and expectations.

EDITORIAL EXCELLENCE

El Reportero Las Vegas Magazine is:

One of the largest circulating spanish-language magazine in The U.S. Hispanic Market, with a circulation of 30,000 copies.*
The authority when it comes to promoting Hispanic culture information, news and stories. The credible source that delivers insightful and compelling information to help readers become leaders, professionals, and innovators.

Contact US:

Sales-elreporterolasvegas@live.com

6832 E. Sahara Ave., Suite 12
Las Vegas, Nevada 89104

Integrated Your Marketing Solutions

Allow El Reportero Las Vegas® Media to create customized marketing programs to meet your needs. For 9 years, we have followed the ever-changing Hispanic economy and business world. El Reportero Las Vegas Media's integrated marketing services can be custom-tailored to develop and reach your target audience.

Our diverse selection of integrated features and delivery mediums gives our audience the information they need to know, when they need to know it. From the latest trends and developments to the branded content our customers have grown to appreciate, El Reportero Las Vegas Media connects with its audience through a variety of platforms.

El Reportero Las Vegas Media Services Include:

Online

- El Reportero Las Vegas Media offers one distinct online property that enable you to reach your target audience; El Reportero Las Vegas.com and WebsiteCenter.com. Develop brand awareness and drive traffic to your website with customized online banner advertising. From a simple button ad to leader boards and skyscrapers, promoting your company or brand has never been easier.

Our ad serving capabilities include:

- Geo-targeting: Reach customers with greater efficiency by utilizing segmented geographical data such as by country, state or DMA.
- Day parting: Target the specific hour of the day or day of the week that you would like an ad to be viewed.
- Behavioral: Use keywords to behaviorally target the audience you want.
- Content Channel: Choose specific sites, sections or positions on a page for ad placement, such as Entrepreneur, Auto, Finance and Technology, among others.

Print media

- Reach a total audience of over 30 thousand decision-making Hispanic executives through the west coast issue of El Reportero Las Vegas® magazine or custom-tailor your reach through one of our regional editions. We also offer advertising opportunities through our El Reportero Las Vegas magazine digital edition.

Events

- Promote your brand through one of El Reportero Las Vegas Media's exciting annual events, such as the EOY (Entrepreneur of the Year) and WOY (Woman of the Year).
- Customized sponsorship packages are available for these and other events throughout the year.

Specialty events

- Customized networking events are offered to promote your company by reaching El Reportero Las Vegas Media's diverse subscriber base.

e-NEWSLETTERS

- Target your audience through the use of branded campaigns with our weekly El Reportero Las Vegas.com and WebsiteCenter.com e-newsletters.



Don't let frustration get you down



We can take care of your advertising needs....

Why Advertise with HB Media?

For 9 years, El Reportero Las Vegas® Media has taken great pride in delivering branded content and economic research to the U.S. Hispanic Community. With an online property, a nationally recognized magazine available in print and digital editions and events and research divisions in our arsenal, El Reportero Las Vegas Media offers a year-round integrated solution to targeting the Hispanic market that no one else can!

SOME OF OUR CLIENTS:



Marketing Solution for Every Budget:

Designed and targeted with the small business owner in mind, El Reportero Las Vegas News Magazine's Classified Advertising options get your message into the hands of over 30 thousand readers. Whether you are looking to promote your product in a simple text-only "classified ad" format or really make an impression with a full-color display ad, El Reportero Las Vegas Media enables you to reach a broad spectrum of customers.

For more information, please contact our Marketing Solutions Manager at 702-496-0091

2010 National Advertising Rates

Cover	1X	3X	6X	9X	12X	18X	24X
2 nd	5,552	5,415	5,332	5,202	4,988	4,806	4,721
3 rd	4,331	4,226	4,160	4,057	3,877	3,749	3,681
Back	3,108	3,032	3,001	2,965	2,913	2,691	2,644

Color	1X	3X	6X	9X	12X	18X	24X
Spread	2,832	2,762	2,718	2,652	2,586	2,451	2,408
Full Page	4,239	4,101	4,018	3,889	3,696	3,497	3,403
2/3 Page	3,011	2,913	2,851	2,763	2,600	2,484	2,413
½ Page	1,781	1,723	1,688	1,634	1,536	1,469	1,430
1/3 Page	1,354	1,278	1,202	1,126	1,050	0,974	0,922
¼ Page	0,950	0,926	0,902	0,878	0,854	0,830	0,806
1/6 Page	0,796	0,772	0,748	0,724	0,700	0,676	0,652

B/W	1X	3X	6X	9X	12X	18X	24X
Full Page	4,239	4,163	4,087	4,011	3,935	3,859	3,783
2/3 Page	3,707	3,631	3,555	3,479	3,403	3,327	3,251
½ Page	3,175	3,099	3,023	2,947	2,871	2,795	2,719
1/3 Page	2,643	2,567	2,491	2,415	2,339	2,263	2,187
¼ Page	2,111	2,035	1,959	1,883	1,807	1,731	1,655
1/6 Page	1,579	1,503	1,427	1,351	1,275	1,199	1,123

ADDITIONAL INFORMATION

Color rates

Standard/process red, yellow,
Blue/per page extra..... \$1,444
Matched color/PMS/fifth color... \$2,166
Metallic/per page extra..... \$2,598

Bleed: 10% additional cost

Special/Premium position:

10% additional cost

Inserts and special units: Rates and Mechanical specifications upon request.

Commissions: 15% of gross to recognized agencies.

No commission on production charges.

Contract and copy regulations

Liability for content (text and artwork included) of all advertising is assumed by the advertiser and/or its advertising agency. Any claims made against the publisher arising from advertising, and any expense or loss thereto pertaining, also will be assumed by the advertiser and/or its advertising agency, including liability for cost of placement of said advertising. Ads must be clearly identified by trademark and/or signature of the advertiser. Conditions of contract subject to change without notice. All copy, including all elements, is subject to publisher's discretion except when specific preferred positions are available and covered by contract. Key numbers are not guaranteed. No rebate allowed for errors due to insertion of wrong key number. Cancellation of ordered positions will not be accepted after insertion order due date.

Terms of sale

Net 30 days. Payment due in Las Vegas, Nevada. Accounts unpaid over 30 days are liable for and may be charged 1.5% interest per month and all reasonable collection costs.

Issuance

Twelve issues published annually.

Cancellations

No cancellations accepted after insertion order due date. Advertising materials due within 10 days after closing date for insertion orders.

2010 Classified Advertising Rates

Color	1X	3X	6X	9X	12X
Text	\$8.55	\$7.77	\$7.37	\$6.99	\$6.55
Text & Online Ad	\$11.06	\$10.50	\$9.98	\$9.48	\$9.01

Additional Options:

Standard/process red, yellow, blue per page extra \$75 Link online classifieds \$50

Note:

Text ads require 25 words minimum. Phone numbers and box numbers are two words each. Abbreviations and zip codes are one word each. Display ads must be supplied in a Macintosh format. Online classifieds link to www.ELREPORTEROLASVEGAS.com.

Commission:

15% of gross only to recognized agencies. No commission on production charges. Prepayment (check/V/MC/ AE/Discover) must accompany copy.

Deadline: Payment and copy must arrive six weeks prior to actual date of issue month. Please specify own address for responses.

Terms of Sales:

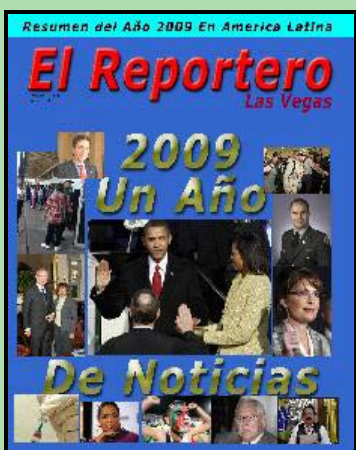
Payable at time of order. Payment due in Las Vegas, Nevada. Accounts over 30 days may be charged 1.5% interest per month and all reasonable collection costs.

Circulation:

— Rate base: 30,000

— Audited by: BPA

*Web address for online ad will link to your web site.



2010 Mechanical Requirements

Printing Web offset using four-color process. Trim size is 7.875" x 10.5".
Bleed: .125" all around. Binding: Saddle stitch (June issue: perfect bound)

Standard Unit Sizes	Bleed	Live Area	Non-Bleed	Trim
Page	8.375" x 11"	7.375" x 10"	7.125" x 9.75"	7.875" x 10.5"
Spread	16" x 10.75"	15.25" x 10"	15" x 9.75"	15.75" x 10.5"

Standard Unit Sizes	Trim
2/3 vertical	4.625" x 10"
1/2 vertical	3.625" x 10"
1/2 Horizontal	7.375" x 4.875"
1/3 vertical	2.375" x 10"
1/3 square	4.875" x 4.875"
1/4 vertical	3.625" x 4.875"
1/6 vertical	2.375" x 4.875"

Digital "AD" Submission Guidelines:

We Accept:

Adobe Acrobat PDFx-1a (300 dpi) formatted files. **QuarkXPress, InDesign and other** native files "ARE NOT ACCEPTED".

- o Ads may be submitted by CD, FTP or DVD. (For FTP login information please contact our Sales Business Manager).
- o Make sure all images and fonts are embedded into the PDF file as well as crop marks and bleed.

Convert all spot colors to CMYK.

- o All images must have resolution no less than 250 dpi.
- o All advertisers must have accompanying color matchprint proof sent with ad submission.

Production Fees:

Any additional production due to incorrectly submitted materials will be charged at the rate of \$190/hr.

Additional fees may be charged for delays associated with missing images and fonts. All images must be converted to CMYK, and all images and fonts must be embedded in PDF before sending files.

Publisher is not responsible for color errors if a proof is not sent.

QUESTIONS?

Please contact our Sales Business Manager at (702-496-0091).