

El Eco

de Virginia-Weekly

Serving Mid-Atlantic Area and N.C.

State Office: DOWNTOWN NORFOLK

101 West Plume Street, Suite 204 • Norfolk, Virginia 23510

Telephone (757) 625-1341 • Fax (757) 625-1327

N.C., Tidewater, Peninsula, Williamsburg, Richmond, and Northern VA.

www.ecohispanic.com

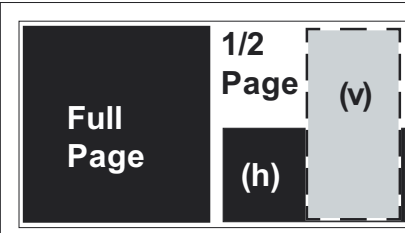
Ad
Options
per
insertion

- Add Spot Color/each.....\$75
- 4-Color Process (with separation).....\$125
- Loose Inserts, Supplied (Min 5K).....\$78/thousand
- Back Cover Placement @ front.....\$115
- Inside 2nd & 3rd pages Placement.....\$88

Prices
for 2011
Weekly
Hispanic
Publication

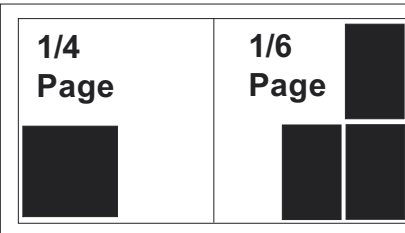
Advertising Rates (Net Prices Per insertion)

	Open	4X	12X	24X	36X	52X
Full (single) Page 9.75" wide X 10"high	\$1640	1550	1460	1390	1330	1230
1/2 Page 4.75"wide X10"high or 9.75"wide X 4.75"high	\$915	865	820	780	730	690



Full (single) Page
9.75" wide X 10"high

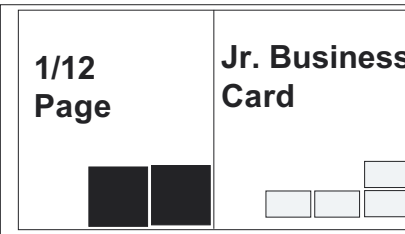
1/2 Page
4.75"wide X10"high or
9.75"wide X 4.75"high



1/4 Page
4.75"wide X 4.75"high

1/6 Page
3.25"wide X 4.75"high

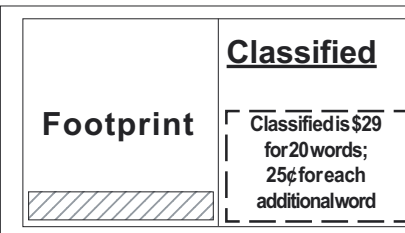
1/4 Page 4.75"wide X 4.75"high	\$530	500	475	450	425	390
1/6 Page 3.25"wide X 4.75"high	\$370	350	330	310	290	275



1/12 Page
3.25"wide X 2.25"high

Jr. Business Card* (4 min.)
2.25"x 1.25" color ad \$15 each

1/12 Page 3.25"wide X 2.25"high	\$199	175	150	125	115	99
Jr. Business Card* (4 min.) 2.25"x 1.25" color ad \$15 each	\$60	55	50	45	40	35



Footprint
1.25"x 9.75" color ad \$60 each

Classified
Just text

Footprint 1.25"x 9.75" color ad \$60 each	\$190	170	150	140	130	120
Classified Just text	\$29	25	23	21	19	17

Classified Special

only \$100
for 4 weeks
Text only

Ask about our special combo price with website advertising
www.ecohispanic.com &
FaceBook: El Eco de Virginia - Weekly

Actual size
2.20" X 1"
(one unit)

Church Special

only \$395
for one year.
Will run in every issue

Actual size
(one unit)

*Jr. Business Card Special

We have a new FRONT PAGE full color business Card for only \$225 each, 3 insertion minimum. Ask your sales representative for details.

Area's First Hispanic Newspaper
Primer Periódico Hispano en Hampton Roads y Richmond