



SU CIUDAD • SU VIDA • SUS NOTICIAS

eL SEMANARIO

A Spanish-Language Publication of the Odessa American.

Ector County
Hispanic population grew

106%

from 1990 to 2000, compared to 54% in Texas, 58% in the United States.

EMERGE WITH THE MARKET

Engage the Hispanic market in their media and in their language. The US Hispanic market is growing and is bound by culture and language.

- Latinos spent \$542 billion dollars in 2001
- Hispanics number 35.3 million - or 13% - in the United States, a population larger than all of Canada
- Hispanics have more children than non-Hispanic whites, with 31% having a family household of five or more people
- Hispanics comprised half of all new consumers between 2000 and 2001, with an income expanding 60-70 times faster than population growth
- One half of the foreign-born population in the United States is from Latin America
 - U.S. Census Bureau, Report from Census 2000
- Data from AC Neilson 2001 studies show 86% of U.S. Hispanic households favor Spanish over English



Distribution at these selected sites:



...plus 273 additional locations throughout Odessa, Midland, Monahans, Pecos & Hobbs, New Mexico

rates

National Rates

Per Column Inch.....	\$17.50
Color Black + 1 color	\$175 Additional
Black + 2 colors.....	\$260 Additional
Full Color	\$350 Additional

National Rates are 15% commissionable to recognized agencies if payment is received within 30 days.

Open Rates

Per Column Inch.....	\$12.00
Color Black + 1 color	\$150 Additional
Black + 2 colors.....	\$225 Additional
Full Color	\$300 Additional

Contract Rates -13 Weeks

Per Column Inch.....	\$9.00
Color Black + 1 color	\$150 Additional
Black + 2 colors.....	\$225 Additional
Full Color	\$300 Additional

Contract Rates -27 Weeks

Per Column Inch.....	\$7.00
Color Black + 1 color	\$150 Additional
Black + 2 colors.....	\$225 Additional
Full Color	\$300 Additional

Contract Rates -52 Weeks

Per Column Inch.....	\$6.00
Color Black + 1 color	\$125 Additional
Black + 2 colors.....	\$200 Additional
Full Color	\$250 Additional

Front Cover Banner

6 col. x 3 in. (premium position with 4-color)	
13 Weeks	\$495 x Week
27 Weeks	\$375 x Week
52 Weeks	\$295 x Week

El Semanario Pick-Up Rate
from Odessa American.....\$6.50 per col. in.
(Translation Included)

Non-Profit\$6.50 per col. in.

Personals: Birthdays, Thank You,
Anniversaries.....\$6.50 per col. in.

Preprints.....\$35.00 cpm. net



Spanish Language Advertising* Awareness

- When utilizing Hispanic media products, advertising in Spanish is 57% more effective at increasing awareness than advertising in English.
- Unaided ad recall rose 40% to Spanish language ads than those exposed to English ads.
- Unaided reach and recall rose 46% more for bilingual segments.

Persuasiveness

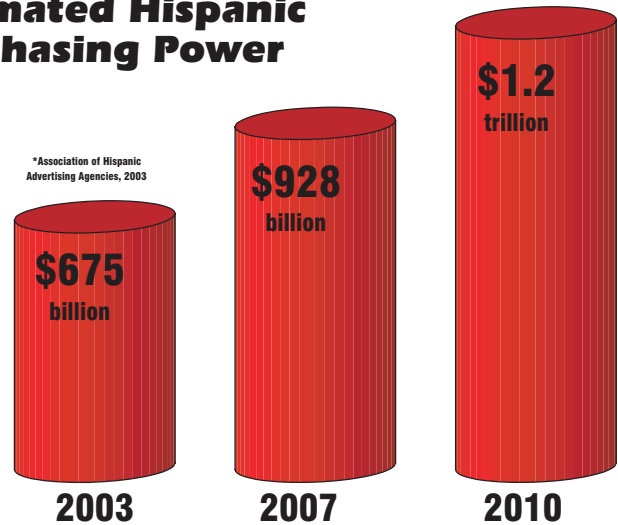
- For Hispanics, persuasion scores increased an average of 47% when targeted in their own language.
- Those reading English ads showed an increase of only 9%.

Top 10 Texas Metros with the Highest Hispanic Population

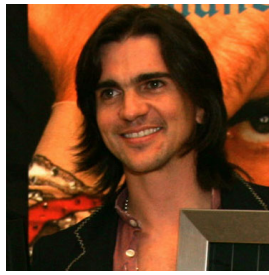
Metros	Hispanic Population
Houston	1,293,914
Dallas	847,600
San Antonio	830,777
El Paso	541,231
McAllen	516,746
Austin	340,720
Fort Worth	323,255
Brownsville	288,140
Corpus Christi	210,140
Odessa/Midland	86,912

Demographics USA 2001, Top Hispanic Metro Rankings

Estimated Hispanic Purchasing Power



*Association of Hispanic Advertising Agencies, 2003



Demographic Profile of Hispanics in Ector County

Total Hispanics	51,306	42.4%
Total Population- Ector County	121,123	

Sex		
Male	25,408	49.5%
Female	25,898	50.5%
Total	51,306	

Age	Male	Female	Total
Up to 24 Years	13,486	13,205	26,691
25 - 34 Years	3,819	4,049	7,868
35 - 44 Years	3,467	3,670	7,137
45 - 54 Years	2,447	2,484	4,931
55 + Years	2,189	2,490	4,679
Total	25,408	25,898	51,306

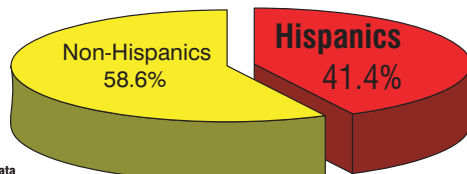
Education	
Less than 9th Grade	8,486
Some High School	5,122
High School Graduate/GED	5,421
Some College, No Degree	3,811
College Graduate +	2,034

Household Income	
Median Income	\$26,214
Mean Income	\$31,942

Less than \$25,000	6,936
\$25,000 to \$29,999	1,563
\$30,000 - \$39,999	2,428
\$40,000 - \$49,999	1,425
\$50,000 +	2,334

Marital Status	
Married Households	8,900
Not Married Households	5,752
Households with Children	8,658
Households without Children	3,547

Hispanic Population in Odessa



U.S. Census Bureau, 2000 Census Data

Your Print Media Partner

If you have products or services to sell, *El Semanario* is your direct line to the fastest growing community in the Permian Basin. The Hispanic market makes up 42% of Ector County. That's power. Buying power. Deliver your message to a community that prides itself on loyalty to those who recognize and appreciate its potential.

Your message will reach this fast-growing market with a distribution of more than 16,000 copies every Thursday in Odessa, Midland and Hobbs, NM. Don't miss out on this opportunity to watch your business grow.

Our complete translation and creative design services are at your service for all advertising placed in *El Semanario*.

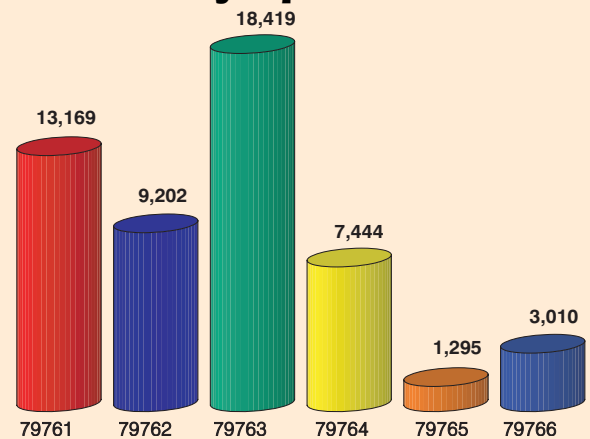
El Semanario offers the following solutions for reaching the Hispanic Market:

- ROP (Run of Press/On-Page) Advertising
- FSI (Free Standing Inserts)

"El Semanario" Solution

Our clients know *El Semanario* is the best of class in this market. *El Semanario* delivers with the strongest advertising, editorial content, distribution and community outreach; true Hispanic consumer touch-points for your campaign.

Hispanic Population in Odessa by Zip Code



SU CIUDAD • SU VIDA • SUS NOTICIAS
elSEMANARIO
 16,000 COPIES
 per week



Sólo niños **4** Arte metálico **5**

SU CIUDAD • SU VIDA • SUS NOTICIAS

el SEMANARIO

24 de julio de 2003 GRATIS

DEPORTES Revitalizando vecindarios

Compañía remodela y revivifica casas viejas.

¿Cuántos de nosotros hemos pagado nuestras casas antes de cumplir los 39 años? Sé que yo no.

La toma de Francia de Lance Armstrong

COMIDA

¿Se salvarán pajaritos de puerco y avos!

ESCUELAS

Nuevo director tiene cara reconocida

Joven de Odessa quiere ser la pró:

Front Page Banner Ad
6 col. x 3 in.

Sample Ad Sizes

Business Card 2 col. x 2 1/4 in.
1/4 page Vertical 3 col. x 10 1/2 in.
1/8 page Horizontal 2 col. x 7.5 in.
1/4 page Horizontal 5 col. x 6 1/4 in.

1/2 page Vertical
3 col. x 21 in.

1/2 page Horizontal
6 col. x 10 1/2 in.

Deadlines

Publishes.....every Thursday
Ad Deadline12 noon, Friday prior to pub. date
Camera Ready Ads.....5 p.m., Monday prior to pub. date

Digital Ad Files

Preferred ad file format to be submitted via Adobe Acrobat file with all fonts embedded. We are able to accept ads created in the following programs on PC format: Quark, Illustrator, or PhotoShop.

All linked graphics must either be TIFF or EPS format. TIFF is preferred. When using Illustrator in ad production, convert type to OUTLINES; otherwise, the fonts will not render accurately.

Full color photos should be supplied as CMYK in TIFF or EPS format. TIFF is preferred. If a clipping path is used, save as an EPS file. We print with an 85 lpi, 170 dpi resolution. All ads must accommodate a 25% press dot gain.

Advertisements are printed using four process colors (cyan, magenta, yellow, black) or a "Spot color" and black. We do not use Pantone colors, but we do try to match as close as possible. It is the agency's responsibility to make sure all color models are submitted correctly.

We currently accept ads on zip disks, CD-ROMs, floppies, email or via AP Adsend. All disks will be returned per your request. E-mail ads to oa_adv@oaoa.com. For large files call 432-333-7778 for FTP access.

50" Web Retail Sizes

1 column	1.77 inches
2 column	3.72 inches
3 column	5.66 inches
4 column	7.61 inches
5 column	9.55 inches
6 column	11.5 inches
Full page	6 col. x 21 in. (11.5" x 21")

All sizes are in 6 column format.

el SEMANARIO

Website: www.elsem.com
Mailing Address : P.O. Box 2952, Odessa, TX 79760-2952
Street Address: 222 E. 4th Street, Odessa, TX 79761
e-mail: elsem@oaoa.com

TELEPHONE NUMBERS

Main	(432) 337-6262(OAOA)
Toll Free	(800) 375-4661
Retail Advertising	(432) 333-7602
Retail Adv. Fax	(432) 334-8641
Metro	582-OAOA(6262)
Circulation.....	(800) 375-7314 or 1-888-375-OAOA