



# El Informador

*Sirviendo a nuestra comunidad desde 1988*

**del Valle**

**El Informador del Valle - 100% Spanish Newspaper**

82-015 Highway 111 Indio, Ca 92201

760-342-7558 / 951-634-0142 / 951-229-6355

Website: [www.elinformadordelvalle.net](http://www.elinformadordelvalle.net) / E-mail: [Informador.newspaper@gmail.com](mailto:Informador.newspaper@gmail.com)

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To our valued customers:

El Informador Del Valle is now in its 27th Year of service and has become, without a question, the voice of the Inland and Coachella Valley's Latino communities. The declining readership of major market print media in ethnic communities has positioned El Informador del Valle as the only alternate print media. We serve the regions in Latino markets exceedingly well since we are the oldest 100% Spanish/Latino locally-owned and operated newspaper in Inland and Coachella Valley's.

El Informador Del Valle continues to offer coverage with exclusive editorial copy and an attractive format that delivers high readership interest. Special sections include Commentary, Health, Political, National News, Social Events, Real Estate, exclusive Hollywood Entertainment, Community Calendar, Sport, as well a very effective classified section. We are a FREE distribution newspaper available in the following cities and communities: Palms Spring, Desert Hot Spring, Cathedral City, Rancho Mirage, Palm Desert, Thousand Palms, Indian Wells, La Quinta, Indio, Coachella, Thermal, Mecca, 100 Palms, Salton City, Hemet, San Jacinto, Beaumont, Banning, Cabazon.

El Informador del Valle is the Hispanic newspaper with the most circulation. Our readership is well over 166,000. We deliver every Thursday. This media information was put together to give you general information about El Informador del Valle. We look forward to providing you the opportunity to reach the always-expanding Latino Communities.

Sincerely,  
Héctor Félix Jr.  
General Manager

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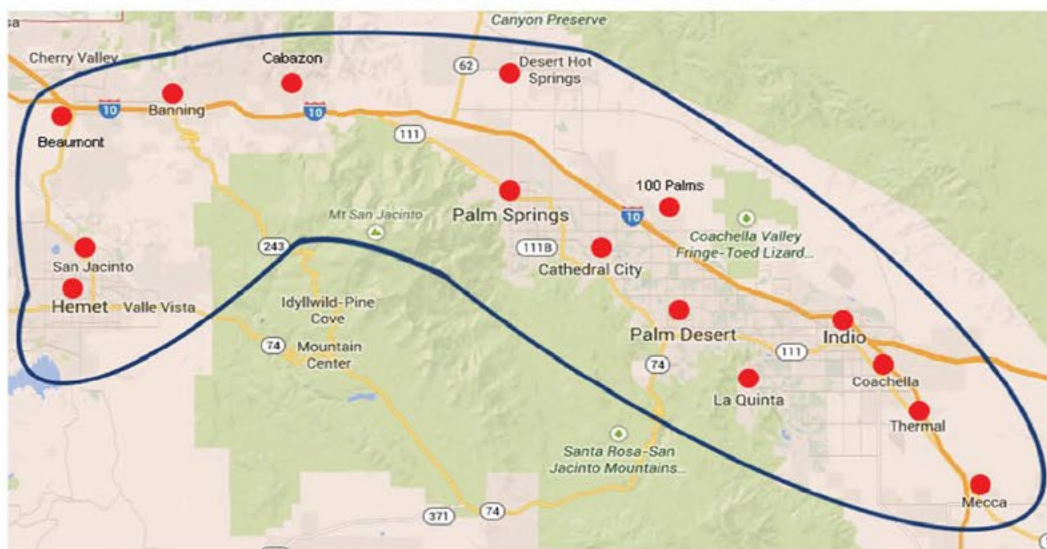
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## Distribution Zones

ZONE 1	ZONE 2	ZONE 3	ZONE 4 & ZONE 5
El Informador del Valle Coachella Valley			El Informador del Valle San Jacinto
*92240 - 1,500	*92253 - 1,000	*92236 - 3,000	*92220 - 500
*92262 - 1,000	*92201 - 5,500	*92274 - 1,000	*92223 - 500
*92264 - 1,000		*92254 - 1,000	*92543 - 500
*92234 - 1,000			*92544 - 500
*92276 - 1,000			*92583 - 500
*92270 - 500			*92572 - 500
*92260 - 1,000			
*92210 - 500			
			Total circulation 22,000

## DEMOGRAPHIC PROFILE:



## Rates for Inserts

- \* \$38.00 per thousand (1-16 pages)
- \* \$45.00 per thousand (17-30 pages)
- \* \$60.00 per thousand (31 pages or more)

### Requirements:

1. Minimum of 5,000 per insertion
2. Maximum of 12"x10" in size
3. Arrive 2-3 days prior insertion

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The Spanish Newspaper of the Coachella Valley Serving our Community for Over 27 years.  
Coachella Valley Including Banning, Beaumont, San Jacinto, Hemet and Cabazon

<u>Ad Size &amp; Dimensiones</u>		<u>Contract</u>			<u>Total per Week</u>	
<b>FULL PAGE - FULL COLOR</b>		1 Week	81.6 " (Square feet) x	\$ 12.44 Col.	\$	1,015.43
13.60 IN X	6 Col (10")	4 Weeks	81.6 " (Square feet) x	\$ 11.41 Col.	\$	930.81
		13 Weeks	81.6 " (Square feet) x	\$ 10.37 Col.	\$	846.19
		26 Weeks	81.6 " (Square feet) x	\$ 9.33 Col.	\$	761.57
		52 Weeks	81.6 " (Square feet) x	\$ 8.30 Col.	\$	676.95
<b>1/2 PAGE - FULL COLOR</b>		1 Week	40.5 " (Square feet) x	\$ 12.44 Col.	\$	503.98
6.75 IN X	6 Col (10")	4 Weeks	40.5 " (Square feet) x	\$ 11.41 Col.	\$	461.98
		13 Weeks	40.5 " (Square feet) x	\$ 10.37 Col.	\$	419.99
		26 Weeks	40.5 " (Square feet) x	\$ 9.33 Col.	\$	377.99
		52 Weeks	40.5 " (Square feet) x	\$ 8.30 Col.	\$	335.99
<b>1/4 PAGE - FULL COLOR</b>		1 Week	20.3 " (Square feet) x	\$ 12.44 Col.	\$	251.99
6.75 IN X	3 Col (5")	4 Weeks	20.3 " (Square feet) x	\$ 11.41 Col.	\$	230.99
		13 Weeks	20.3 " (Square feet) x	\$ 10.37 Col.	\$	209.99
		26 Weeks	20.3 " (Square feet) x	\$ 9.33 Col.	\$	188.99
		52 Weeks	20.3 " (Square feet) x	\$ 8.30 Col.	\$	167.99
<b>1/8 PAGE - FULL COLOR</b>		1 Week	10.13 " (Square feet) x	\$ 12.44 Col.	\$	126.00
3.375 IN X	3 Col (5")	4 Weeks	10.13 " (Square feet) x	\$ 11.41 Col.	\$	115.50
		13 Weeks	10.13 " (Square feet) x	\$ 10.37 Col.	\$	105.00
		26 Weeks	10.13 " (Square feet) x	\$ 9.33 Col.	\$	94.50
		52 Weeks	10.13 " (Square feet) x	\$ 8.30 Col.	\$	84.00

\*Political Ad 25% more - Prepaid.\*

For more information about advertisement call our sales rep. Hector Felix (951) 634-0142 or Hector Jr. (951) 229-6355

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## Advertisement Contract

### Customer & Billing information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

Representative: \_\_\_\_\_ Title: \_\_\_\_\_

### Advertisement size & Rates (per edition)

Ad Size:		Onetime	4 weeks	13 weeks	26 weeks	52 weeks
Full page	13.6in X 10in (6col.)	\$1015.43	\$930.81	\$846.19	\$761.57	\$676.95
1/2 page	6.75in X 10in (6col.)	\$503.98	\$461.98	\$419.99	\$377.99	\$335.99
1/4 page	6.75in X 5in (3col.)	\$251.99	\$230.99	\$209.99	\$188.99	\$167.99
1/8 page	3.375in X 5in (3col.)	\$126	\$115.5	\$105	\$94.50	\$84
Other:	_____	_____	_____	_____	_____	_____

### Payment options:

Cash \_\_\_ Check \_\_\_ Extra charges: \_\_\_\_\_ Paid in full \_\_\_ Monthly \_\_\_

Contract Total: \$ \_\_\_\_\_ Monthly payment of: \_\_\_\_\_

\*Please note if contract is broken you are obligated to pay the difference.

Please make all checks to *El Informador del Valle*

### Advertisement:

Ad will be provided \_\_\_ Ad will be made by GD \_\_\_

*\*AD must be ready by Monday noon to be released on Thursday.*

### Advertisement Run:

Every week \_\_\_ Every other week \_\_\_ other: \_\_\_\_\_

First day: \_\_\_\_\_ Last day: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_  
Advertiser/Customer Signature

\_\_\_\_\_  
print name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Héctor Félix Jr. (951) 229-6355  
Sales Rep.