

Phone Number: (317) 536-5079

El Coyote

**REACH THE HISPANIC / LATINO MARKET
CENTRAL INDIANA**



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Prepared by:

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2008

From Our TEAM

Thank you very much for your interest in El Coyote Hispanic Newspaper.

We are the new and next leader to be in Hispanic Free newspaper business. We are the interactive newspaper Hispanic people in Indiana is waiting for, with more distribution around the State, and including interesting topics for our costumers, such as immigration question and answers, basic English vocabulary to learn, and news about all the world, in Spanish.

"From Census 2000 you can see that 12,5% of the residents in USA were Hispanics, (omitting the Latin-Americans that live in Pto. Rico and other Island). During the period 90'-2000 this population grew in a 57,9%"; and is still growing.

That's why our mission is to keep most of the Hispanics who live in Indiana informed in their primary language about what is happening around them, not only with news, but also giving them the opportunity to know new places, products, and services that help them make a better adjustment to this country.

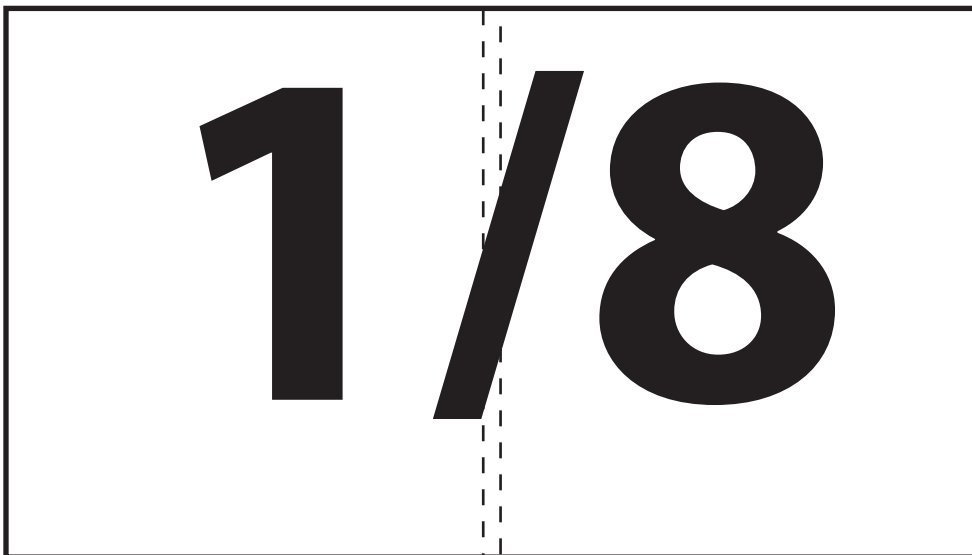
There are others newspapers trying to do this but they don't have large distribution, which is one of our major strengths that allow us to reach more towns and cities in the state. This means more people visiting your business and soliciting your products or service.

Our goal for the next five years is to be the leader interactive newspaper in Indiana and reach other states, while becoming a bigger newspaper with more space to satisfy our customer's needs, and see them become well adjusted citizens collaborating with the economic growth of the majority of USA industries.

If you would like any additional information, please don't hesitate to contact us at 317-536-5079. We look forward to helping you meet your goals and Reach the Hispanic/Latino Market in Central Indiana.

Sincerely,

El Coyote Hispanic Newspaper
elcoyote@elcoyoteonline.com
Phone: 317-536-5079
Fax: 317-203-7335
Reach the Hispanic/Latino Market
www.elcoyoteonline.com



Sizes

	Width	Height
Full Page	10.25"	11.5"
1/2 Page	10.25"	5.75"
1/4 Page	5"	5.75"
1/8 Page	5"	2.75"
1/16 Page	2.5"	2.75"

Price List

Size	Color	2 Issues	6 Issues	Monthly Payment	12 Issues	Monthly Payment	24 Issues	Monthly Payment
Full B/Page	Full Color	\$ 1,202	\$ 3,485	\$ 1,162	\$ 6,273	\$ 1,046	\$ 10,664	\$ 889
Full Page	Full Color	\$ 1,012	\$ 2,935	\$ 978	\$ 5,283	\$ 880	\$ 8,980	\$ 748
Full Page	Black & White	\$ 822	\$ 2,385	\$ 795	\$ 4,292	\$ 715	\$ 7,297	\$ 608
1/2 Page	Full Color	\$ 569	\$ 1,651	\$ 550	\$ 2,971	\$ 495	\$ 5,052	\$ 421
1/2 Page	Black & White	\$ 443	\$ 1,284	\$ 428	\$ 2,311	\$ 385	\$ 3,929	\$ 327
1/4 Page	Full Color	\$ 316	\$ 917	\$ 306	\$ 1,651	\$ 275	\$ 2,806	\$ 234
1/4 Page	Black & White	\$ 240	\$ 697	\$ 232	\$ 1,255	\$ 209	\$ 2,133	\$ 178
1/8 Page	Full Color	\$ 190	\$ 550	\$ 183	\$ 990	\$ 165	\$ 1,684	\$ 140
1/8 Page	Black & White	\$ 127	\$ 367	\$ 122	\$ 660	\$ 110	\$ 1,123	\$ 94
1/16 Page	Black & White	\$ 76	\$ 220	\$ 73	\$ 396	\$ 66	\$ 674	\$ 56

Classifieds **Black & White** \$ 15 each publication

Inserts **\$65 Each 1000 (min 2000)** - Inserts must received no later than seven days prior to insertion.

Remarks:

- One time setup and Graphic Design = \$ 65.00. (some Ads)
- Monthly payments availables.
- Biweekly Publication.
- The prices are updated to the date of the offer and "El Coyote Hispanic Newspaper" is free to update the prices until the date of signing.

Distribution:

20,000 copies - CENTRAL INDIANA

1/1/2008

YEAR 2008

Year	Issue	Deadline	Publishing Dates	Special Issue	
4	13	1/7/2008	1/11/2008	New Year	
4	14	1/21/2008	1/25/2008		
4	15	2/4/2008	2/8/2008		
4	16	2/18/2008	2/22/2008		
4	17	3/3/2008	3/7/2008		
4	18	3/17/2008	3/21/2008	Spring	
4	19	3/31/2008	4/4/2008		
4	20	4/14/2008	4/18/2008		
4	21	4/28/2008	5/2/2008		
4	22	5/12/2008	5/16/2008		
4	23	5/26/2008	5/30/2008		
4	24	6/9/2008	6/13/2008		
5	1	7/7/2008	7/11/2008	Anniversary	
5	2	7/21/2008	7/25/2008		
5	3	8/4/2008	8/8/2008		
5	4	8/18/2008	8/22/2008		
5	5	9/1/2008	9/5/2008		
5	6	9/15/2008	9/19/2008		
5	7	9/29/2008	10/3/2008		
5	8	10/13/2008	10/17/2008		
5	9	10/27/2008	10/31/2008		Hallowing
5	10	11/10/2008	11/14/2008		Thanksgiving
5	11	11/24/2008	11/28/2008		
5	12	12/8/2008	12/12/2008	Christmas	