

3424 Wilshire Blvd.,
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P 213.637.7360
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Vida Nueva

AL IGUAL QUE CRISTO TAMBIEN NOSOTROS CAMINEMOS EN UNA VIDA NUEVA (Rom 6:4)



RATES

A MONTHLY PUBLICATION

FULL PAGE - HALF PAGE HORIZONTAL

AD SIZE	Inches	12Xs+	6X	3X	1X
Full Page (10"x12")	120"	\$1,465	\$1,560	\$1,660	\$1,950
Half Page (10"x6")	60"	\$ 800	\$ 850	\$ 900	\$1,000

4C- FOUR COLUMN FORMAT SPECIAL SECTIONS AND THEME ISSUES:

AD SIZE	Inches	12Xs+	6X	3X	1X
Half Page Vrt. (4.9375" X 12")	59.25"	\$ 800	\$ 850	\$ 900	\$1,000
Quarter Page (4.9375" X 6")	29.63"	\$ 408	\$ 435	\$ 460	\$ 510
Eighth Page (4.9375" X 3")	14.81"	\$ 224	\$ 238	\$ 252	\$ 280

* Includes +- gutter between columns

5C- FIVE COLUMN FORMAT

AD SIZE	Inches	12Xs+	6X	3X	1X
Junior Page (7.96" X 10")	79.60"	\$1,150	\$1,160	\$1,200	\$1,335
Quarter Page (5.93" X 5")	29.65"	\$ 408	\$ 435	\$ 460	\$ 510
Eighth Page (3.89" X 4")	15.56"	\$ 224	\$ 238	\$ 252	\$ 280

5C- FIVE COLUMN FORMAT - PROFESSIONAL DIRECTORY

These ads will be placed on the last pages of the newspaper, black and white only.

AD SIZE	12Xs+	6X	3X	1X
1/16 Pg. Hzt.(3.89" x 2") - Vrt.(1.86" x 4")	\$120	\$127	\$135	\$150
1col.x2" (1.86" x 2")	\$ 64	\$ 68	\$ 72	\$ 80
1col.x1" (1.86" x 1")	\$ 33	\$ 34	\$ 36	\$ 40

SPACE AND COPY RESERVATION:

Thursday at Noon, 8 days prior to issue date

COMPLETED ADS:

Friday at 2 pm, 7 days prior to issue date

ELECTRONIC FORMATS OR EMAIL ADS:

Please provide pictures, logos, graphics or complete ad in any of the following formats: TIFF, JPG, or PDF with 200dpi resolution at the original size.

Send email to: production@the-tidings.com

PRE-PRINTED INSERTS:

A copy of pre-printed inserts must be submitted 2 weeks prior to publication. Deadline for receipt of inserts is 1 week before publication.

AD COLOR (CMYK PROCESS)

For only \$500.00 Charge.

FOR SPECIAL SECTIONS PRICES AND THEME ISSUES:

Ask Your Advertising Sales Rep.



PRE-PRINTED

Up to 4 pages
Up to 8 pages
Up to 12 pages

INSERT RATES (NON-COMMISSIONABLE)

\$40.00 per thousand
\$43.00 per thousand
\$45.00 per thousand



REPUTATION

With an Hispanic population of nearly six million (44% of the total), Los Angeles is the largest ethnic market in the country. Their favorite newspaper **Vida Nueva**, reaches over 115,000 readers with every issue.

Vida Nueva is published by **The Tidings Corporation** and the Archdiocese of Los Angeles, the largest diocese in the United States.

The buying power of Hispanics in the Los Angeles market has grown to \$100 billion, making it a huge market of opportunity for the sellers of all products and services. Many of them look to **Vida Nueva** for news and advertising that they trust.

A recent marketing research study revealed some strong evidence of the importance and trust that **Vida Nueva** readers place in their newspaper.



Miembro de la Asociación Nacional de Publicaciones Hispanas
(National Association of Hispanic Publications)

When Asked:

Q: "Do you frequently purchase products or services from ads seen in **Vida Nueva**?"

A: 71% said "YES!"

Q: "Do you have a paid daily newspaper delivered to your home five or more days?"

A: 87% said "NO!"

Vida Nueva seems to satisfy all of their newspaper and information needs.

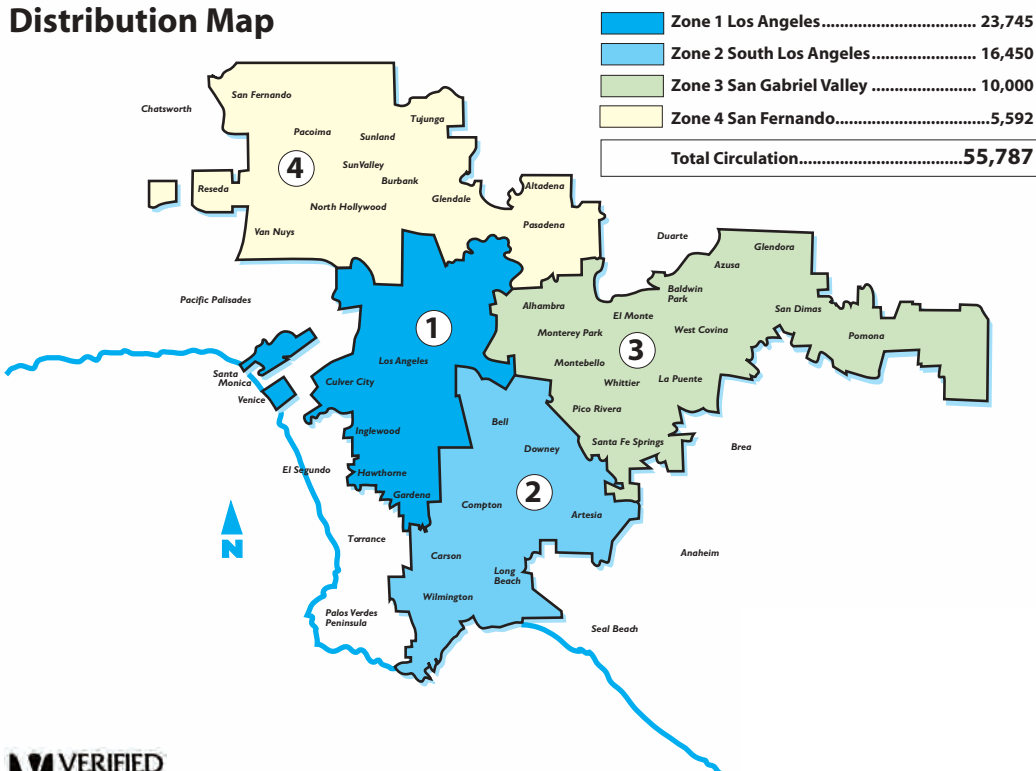
RESEARCH

From an advertising and marketing measure, the most important thing about Catholics is not that they are Catholic. The most important thing about Catholics is that they have money - a lot of it - and they buy more of just about everything than any other large identifiable group of consumers.

Vida Nueva readers rank far above the national average in all of the preferred and/or upper demographic and buying behavioral groups. Whenever our readers and their buying behavior are compared to others, we win. Vida Nueva readers are active, well educated, high-income consumers.

Take a look!

Distribution Map



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