

Encuentro de las Culturas

Michiana's Bridge between Cultures

MEDIA KIT 2013

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“The First Hispanic Newspaper in Indiana”

1992-2013



Publishing in Northern Indiana and Southern Michigan.

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The distribution area of El Puente has an estimated population of over 108,000 Hispanics.

• U. S. Census Bureau Data.

El Puente LLC

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El Puente (The Bridge), the only Spanish-language newspaper focused in the South Bend, Goshen, Elkhart, and Fort Wayne area, publishes 9,000 issues the first and third Tuesdays of each month. The newspaper is available in these cities as well as in Mishawaka, Milford, Ligonier, Plymouth, Bremen, Nappanee, and Warsaw. El Puente also is in several cities in Michigan like Three Rivers, Niles and Sturgis.

Currently in its 21st year of publication, El Puente serves the Michiana community by providing a bridge between the Anglo and Hispanic communities. El Puente is one of the few Spanish-language media in Northern Indiana. We provide our Hispanic readers with local, national and international news. We also provide legal and cultural information of interest to Hispanics. Much of this information is not available in other Spanish-language media sources.

We provide special rates on professional design and translation services for our clients. Call us for more information.

Hispanic population in the United States grew by 43% in the last decade, surpassing 50 million.

U.S. Census Bureau

Distribution by Zip Code for El Puente

#	ZIP	CITY	ST	ADDRESS	PLACE	DELIVERED
1	46802	Fort Wayne	IN	2419 W. Jefferson Blvd.	Mi Pueblo Restaurant	20
2	46802	Fort Wayne	IN	Broadway & Taylor	George Int'l Supermarket	260
3	46802	Fort Wayne	IN	1126 Taylor St.	George's Quick Wash	10
4	46802	Fort Wayne	IN	2211 Brooklyn Ave.	St. Elizabeth's School	20
5	46802	Fort Wayne	IN	2018 S. Fairfield Ave.	Estética Unisex	20
6	46802	Fort Wayne	IN	2012 S. Fairfield Ave.	Ramirez Grocery	20
7	46802	Fort Wayne	IN	1324 Taylor St.	Tropic Chicken Restaurant	10
8	46802	Fort Wayne	IN	2120 S. Harrison St.	St. Patrick's Church	10
9	46802	Fort Wayne	IN	315 E. Washington Blvd.	Catholic Charities	10
10	46805	Fort Wayne	IN	236 Fern Hill Rd.	La Cebolla	30
11	46805	Fort Wayne	IN	2101 E. Coliseum Blvd.	Hispanos Unidos/ IPFW	10
12	46805	Fort Wayne	IN	342 Edgewood	El Burrito Colonial	20
13	46805	Fort Wayne	IN	3800 N. Anthony Blvd.	Ivy Tech Community College	20
14	46806	Fort Wayne	IN	3123 S. Clinton St.	Taquería Coahuila	50
15	46806	Fort Wayne	IN	4135 S. Hessen Cassel Rd.	El Paraiso Supermarket	250
16	46806	Fort Wayne	IN	5717 S. Anthony Blvd.	Dr. Pérez Office	20
17	46806	Fort Wayne	IN	5717 S. Anthony	Anthony Medical Center	20
18	46806	Fort Wayne	IN	5008 Decatur Rd.	Summit Market	200
19	46806	Fort Wayne	IN	502 E. Petit Ave.	El Pambazo Loco	10
20	46807	Fort Wayne	IN	2424 Fairfield Ave.	United Hispanics Americans	20
21	46807	Fort Wayne	IN	2529 S. Calhoun St.	Alberto's Mexican Grill	20
22	46807	Fort Wayne	IN	2615 S. Calhoun St.	Asian Market	10
23	46808	Fort Wayne	IN	1234 N. Wells St.	Don Chava's Mexican Grill	10
24	46808	Fort Wayne	IN	1421 N. Wells St.	Indiana Mexican Bakery	100
25	46808	Fort Wayne	IN	1419 N. Wells St.	Paletería Michoacana	25
26	46809	Fort Wayne	IN	1810 Bluffton Rd.	Dollar Plus	20
27	46809	Fort Wayne	IN	1812 Bluffton Rd.	La Fogata Restaurant	30
28	46816	Fort Wayne	IN	3310 E. Paulding Rd.	Save-A-Lot	120
29	46550	Nappanee	IN	157 N. Main St.	Nappanee Library	20
30	46550	Nappanee	IN	2101 N. Main St.	Northwood High School	25
31	46550	Nappanee	IN	108 W. Market St.	La Fogata Restaurant	25
32	46550	Nappanee	IN	301 N. Elm St.	Iglesia de Cristo Vino Nuevo	20
33	46573	Wakarusa	IN	1010 E. Waterford St.	McDonald's	20
34	46580	Warsaw	IN	819 N. Detroit St.	Restaurant El Arriero	30
35	46580	Warsaw	IN	2283 N. Detroit St.	San Jose Fresh Market	20
36	46580	Warsaw	IN	310 E. Main St.	Warsaw Public Library	10
37	46580	Warsaw	IN	902E. Buffalo	Tienda La Consentida	30
38	46580	Warsaw	IN	217 E. Center St	Restaurant Mi Lindo Acapulco	30
39	46580	Warsaw	IN	803 E. Winona Ave.	Punto Latino	20
40	46580	Warsaw	IN	896 E. Winona Ave.	Carnicería San José	170
41	46580	Warsaw	IN	1106 E. Winona Ave.	Novedades Fiesta Plus	10
42	46580	Warsaw	IN	2106 E. Winona Ave.	Winona Beauty Salon	20
43	46767	Ligonier	IN	1320 Lincoln Way South	McDonald's	20
44	46767	Ligonier	IN	313 S. Cavin St.	Lety's Tacos	20
45	46767	Ligonier	IN	219 S. Cavin St.	Salon de Belleza Internacional	10
46	46767	Ligonier	IN	215 S. Cavin St.	Tienda La Tampiqueña	50
47	46767	Ligonier	IN	103 N. Cavin	El Paraiso	180
48	46526	Goshen	IN	400 W. Lincoln Ave.	Dr. Shelley's Office	20
49	46526	Goshen	IN	1700 S. Main St.	Goshen College	20
50	46526	Goshen	IN	523 S. 6th St.	El Buen Pastor Church	20
51	46526	Goshen	IN	2526 Peddlers Village Rd.	Habitat for Hummunity	20
52	46526	Goshen	IN	2626 Peddlers Village Rd.	Gold N Confort	20
53	46526	Goshen	IN	2626 Peddler's Village Rd.	Tienda Novedades La Fiesta	20
54	46526	Goshen	IN	2626 Peddler's Village Rd.	Toque Latino	15
55	46526	Goshen	IN	2820 ELKHART RD (US 33)	King's Garden	40
56	46526	Goshen	IN	2130 ELKHART RD (US 33)	Supermercado San José #3	40
57	46526	Goshen	IN	1706 ELKHART RD (US 33)	McDonald's	20
58	46526	Goshen	IN	200 High Park Ave.	Goshen General Hospital	20
59	46526	Goshen	IN	212 N. Main St.	Las Americas	40
60	46526	Goshen	IN	214 N. Main St.	Carnicería San José #2	60
61	46526	Goshen	IN	113 S. Main St.	Tienda San Marcos	230
62	46526	Goshen	IN	122 S. Main St.	Panadería Gutierrez	160
63	46526	Goshen	IN	123 S Main St.	TG Music	10
64	46526	Goshen	IN	225 S. Main St.	El Tamal Universal	40
65	46526	Goshen	IN	601 S. 5th St.	Goshen Public Library	30
66	46526	Goshen	IN	633 S. Main St.	Tienda de Novedades Hernández	30
67	46526	Goshen	IN	613 Lincolnway E.	Taquería San josee	40
68	46526	Goshen	IN	624 Lincolnway E.	Clark Gas Station	30

#	ZIP	CITY	ST	ADDRESS	PLACE	DELIVERED
69	46526	Goshen	IN	720 Lincolnway E.	San José Supermarket	40
70	46526	Goshen	IN	1914 Lincolnway E.	Car Company	10
71	46526	Goshen	IN	2001 Lincolnway E.	McDonald's	20
72	46526	Goshen	IN	615 W. Lincoln Ave.	Tienda de Discos Francis	30
73	46526	Goshen	IN	617 W. Lincoln Ave.	Electrodomésticos J & L	15
74	46526	Goshen	IN	230 S. Main St.	Las 3 Estrellas	15
75	46526	Goshen	IN	1000 S. Main St.	7-Eleven Store	50
76	46526	Goshen	IN	2904 South Main St.	Bethany Christian Schools	20
77	46526	Goshen	IN	113 W. Washington St.	El Duranguenze	30
78	46526	Goshen	IN	622 Linway Plaza	ABG Dental	30
79	46526	Goshen	IN	508 W. Lincoln Ave.	Dutch Maid Bakery	10
80	46528	Goshen	IN	202 S. 5th St.	Mayor's Office, City of Goshen	10
81	46528	Goshen	IN	413 E. Jefferson St.	Casa de Esperanza	40
82	46528	Goshen	IN	1013 Division St.	The Depot	20
83	46528	Goshen	IN	1527 Bashor Rd.	Supermercado Martin's	200
84	46528	Goshen	IN	122 E. Clinton St.	Restaurante Los Primos	40
85	46528	Goshen	IN	201 E. Clinton St.	Intercambio Express	150
86	46528	Goshen	IN	402 E. Lincoln Ave.	Servicio Mecánico Mingucha	10
87	46528	Goshen	IN	202 N. Cottage Ave.	La Casa de Goshen	60
88	46528	Goshen	IN	213 Middlebury St.	Maple City Health Care Center	30
89	46528	Goshen	IN	111 E. Lincoln Ave.	Salón de Belleza Jaqueline	20
90	46514	Elkhart	IN	1753 Fulton St.	Center for Family Practice	40
91	46514	Elkhart	IN	2808 Cassapolis St.	McDonald's	20
92	46514	Elkhart	IN	2314 Cassapolis St.	Instant Auto Sales	20
93	46514	Elkhart	IN	2260 Cassapolis St	Silver Creek Homes	10
94	46514	Elkhart	IN	290 County Road 6 E	El Camino Real	15
95	46514	Elkhart	IN	408 W. Bristol St.	Burton's Laundry	15
96	46514	Elkhart	IN	600 East Boulevard	Elkhart General Healthcare	20
97	46514	Elkhart	IN	21879 State Road 120	McDonald's	20
98	46516	Elkhart	IN	111 W. Prairie St.	Tienda La Fiesta	160
99	46516	Elkhart	IN	555 E. Jackson Blvd.	Martin's Supermarket	150
100	46516	Elkhart	IN	240 E. Jackson Blvd.	Supermex	50
101	46516	Elkhart	IN	525 Harrison St.	Iglesia de Cristo Adonai	40
102	46516	Elkhart	IN	300 S. 2nd St.	Elkhart Public Library	30
103	46516	Elkhart	IN	130 N. Main St.	McDonald's	20
104	46516	Elkhart	IN	418 S. Main St	Elkhart Chamber of Commerce	20
105	46516	Elkhart	IN	429 S. Main St.	Midwest Museum of American Art	10
106	46516	Elkhart	IN	1036 S. Main St.	Supermercado Rosales #3	100
107	46516	Elkhart	IN	2059 S. Main St.	El Azteca Auto Sales	10
108	46516	Elkhart	IN	800 Prairie St.	Taquería Tijuana	60
109	46516	Elkhart	IN	1327 S. Main St.	Fashion Beauty Salon	40
110	46516	Elkhart	IN	1500 Toledo Rd.	Village Pantry Gas Station	10
111	46516	Elkhart	IN	1700 Toledo Rd.	Toledo Café	20
112	46516	Elkhart	IN	236 Simpson Avenue	Heart City Health Center	20
113	46516	Elkhart	IN	McDonald's	McDonald's	20
114	46516	Elkhart	IN	232 Waterfall Dr.	ABG Dental	15
115	46517	Elkhart	IN	2118 Morton Ave.	Emilios Tire Service	15
116	46517	Elkhart	IN	901 E. Lusher Ave.	Discoteca Reyes	60
117	46517	Elkhart	IN	111 E. Lusher Ave.	Supermercado El Paraiso	300
118	46517	Elkhart	IN	317 W. Lusher Ave.	Supermercado Cueramaro	220
119	46517	Elkhart	IN	2209 S. Main St.	Franco's Beauty Salon	10
120	46517	Elkhart	IN	319 "B" W. Lusher Ave.	Panadería Hernández	60
121	46517	Elkhart	IN	350 W. Lusher Ave.	Esthers Beauty Salon	15
122	46517	Elkhart	IN	2510 Benham Ave.	Leo's Comida Mexicana Real	40
123	46517	Elkhart	IN	2219 S. Main St.	Hispanos Unidos	30
124	46517	Elkhart	IN	2642 S. Main St.	Novedades Marilyn	10
125	46517	Elkhart	IN	2305 S. Main St.	Joyería La Perla	15
126	46517	Elkhart	IN	2316 S. Main St.	Las Americas Financial Services	30
127	46517	Elkhart	IN	2513 S. Main St.	Main Telecom	20
128	46517	Elkhart	IN	2608 S. Main St.	Dish Delia	15
129	46517	Elkhart	IN	2620 S. Main St.	Barron Furniture	15
130	46517	Elkhart	IN	2805 S. Main St.	Salón de Belleza Carmen	20
131	46517	Elkhart	IN	2825 S. Main St.	El Mundo al Revés	10
132	46517	Elkhart	IN	2843 S. Main St.	Salón de Belleza México	20
133	46517	Elkhart	IN	2676 S. Main St.	The Rim Shop	10
134	46517	Elkhart	IN	2693 S. Main St.	La Placita	100
135	46517	Elkhart	IN	3416 S. Main St.	Panaderia Internacional	60
136	46517	Elkhart	IN	3420 S. Main St.	My Furniture Blessing Place	10
137	46517	Elkhart	IN	3429 S. Main St.	McDonald's	20
138	46517	Elkhart	IN	3719 S. Main St.	Cueramaro Supermarket	40
139	46517	Elkhart	IN	59040 Minuteman Way	Concord Community Schools	60
140	46540	Middlebury	IN	828 South Main St.	Mc Donald's	10

#	ZIP	CITY	ST	ADDRESS	PLACE	DELIVERED
141	46561	Osceola	IN	1712 Lincolnway West Suite A	One Care Family Medicine	35
142	46761	La Grange	IN	502 S. Poplar St.	Iglesia Nazarena	20
143	46761	La Grange	IN	112 E. Spring St.	Courtside Restaurant	20
144	46761	La Grange	IN	110 N. Detroit St.	Tienda y Carnicería Santa Cruz	40
145	46761	La Grange	IN	113 S. Detroit St.	El Ranchito Grill	15
146	46703	Angola	IN	322 South Wayne St.	Public Library of Steuben	10
147	46703	Angola	IN	200 South Wayne St.	Tienda Ahi Chihuahua	20
148	46703	Angola	IN	2201 N. Wayne St.	Las Limas Mexican Restaurant	40
149	49028	Bronson	MI	575 E. Chicago St.	Restaurant Valles	20
150	49028	Bronson	MI	120 S. Matteson St.	Tienda Santa Cruz	10
151	49036	Coldwater	MI	71 W. Chicago St.	Jaliscos Grocery Store	20
152	49036	Coldwater	MI	32 Railroad St.	Los Tequilas Restaurant	25
153	49099	White Pigeon	MI	206 W. Chicago Rd.	Las Dos Marias Restaurant	10
154	49091	Sturgis	MI	255 North St.	Sturgis Public Library	10
155	49091	Sturgis	MI	26623 W. US Highway 12	Maria's Mexican Restaurant	40
156	49091	Sturgis	MI	300 N. Centerville Rd.	La Esperanza	175
157	49091	Sturgis	MI	119 W. Chicago Rd.	San Jose Western Wear	30
158	49091	Sturgis	MI	203 Jacob St.	Panadería Los Canastos	30
159	49091	Sturgis	MI	1264 E. Chicago Rd.	Carnicería Michoacan	20
160	49091	Sturgis	MI	409 W. Congress St.	Tienda Sierra	10
161	49103	Berrien Springs	MI	124 E Ferry St.	Melendez Imports	30
162	49103	Berrien Springs	MI	429 Rose Hill Road	Iglesia San Gabriel	100
163	49120	Niles	MI	620 E. Main St.	Niles Community Library	30
164	49120	Niles	MI	1140 S. Main St.	Restaurante El Amigo Pepe	30
165	49120	Niles	MI	451 Frances St.	Llantera Medrano	20
166	49120	Niles	MI	406 S. 11th St.	Mi Pueblo Mercado	60
167	46601	South Bend	IN	304 S. Main St.	South Bend Public Library	30
168	46601	South Bend	IN	425 S. Main St.	El Paraiso Supermarket	260
169	46613	South Bend	IN	1518 S. Michigan	Supermercado Rosales	180
170	46613	South Bend	IN	1601 W. Indiana Ave.	Taller Mecánico California	30
171	46615	South Bend	IN	2220 Mishawaka Ave.	Tienda de Regalos Lupita's	30
172	46615	South Bend	IN	415 S. Logan St.	Salon de Belleza Expresiones	30
173	46619	South Bend	IN	1341 Dunham St.	Panadería Jenny	20
174	46619	South Bend	IN	419 S. Walnut St.	Tienda Santa Rosa	30
175	46619	South Bend	IN	740 S. Walnut St.	Elotes y más	20
176	46619	South Bend	IN	1324 W. Western Ave.	Latino Tax	40
177	46619	South Bend	IN	1901 W. Western Ave.	Indiana Clinic Health Care	30
178	46619	South Bend	IN	"2015 W. Western Ave., S. 136"	Radio Sabor Latino	30
179	46619	South Bend	IN	"2101 ""B"" W. Western Ave."	Video Nueva Imagen	30
180	46619	South Bend	IN	2418 Western Ave.	Chicos	20
181	46619	South Bend	IN	746 S. Meade St.	La Casa de Amistad	40
182	46619	South Bend	IN	701 S. Bendix Dr.	La Consentida	20
183	46619	South Bend	IN	2711 W. Western Ave.	La Nancy's	20
184	46619	South Bend	IN	2712 W. Western Ave.	Panadería y Mercado Irene	30
185	46619	South Bend	IN	2637 W. Western Ave.	Sabor a México	40
186	46619	South Bend	IN	2812 W. Western Ave.	Plaza Rosales #3	250
187	46619	South Bend	IN	2909 W. Western Ave.	Palettería La Rosita	30
188	46619	South Bend	IN	"2916 ""A"" W. Western Ave."	Variedades Carmen	40
189	46619	South Bend	IN	2920 W. Western Ave.	Chicago	30
190	46619	South Bend	IN	3021 W. Western Ave.	Panadería Central	170
191	46619	South Bend	IN	3706 W. Western Ave.	Sunshine	30
192	46619	South Bend	IN	4014 W. Western Ave.	Pequeños	30
193	46619	South Bend	IN	2505 W. Grace St.	St. Adalbert Parish	20
194	46619	South Bend	IN	701 S. Bendix St.	Discoteca Luz Estela	20
195	46619	South Bend	IN	4401 W. Western Ave.	Martin's Supermarket	150
196	46635	South Bend	IN	1636 N. Ironwood Dr.	La Esperanza	70
197	46545	Mishawaka	IN	119 W. McKinley Ave.	Restaurante Fiesta Tapatía	50
198	46350	La Porte	IN	219 Pulaski St.	La Mexicana	50
199	46350	La Porte	IN	702 Lincolnway	Video Y Discoteca	50
200	46350	La Porte	IN	702 Lincolnway	Angi	30
201	46350	La Porte	IN	713 E. Lincolnway	Colima Restaurant	50
203	46350	La Porte	IN	1105 W. State Road 2	Hacienda San Marcos	40
204	46563	Plymouth	IN	414 E. Jefferson St.	Restaurante Las Palmas	40
205	46563	Plymouth	IN	208 N. Michigan St.	Fiesta Mexicana	35
206	46563	Plymouth	IN	2550 N. Michigan St.	Red Rock y el Camino Real	20
207	46563	Plymouth	IN	220 N. Center St.	Centro de Ayuda Heart & Hands	50
208	46563	Plymouth	IN	116 E. Garro St.	La Joyita	35

Total Newspapers delivered by ZIPCODE

ZIP	CITY	ST	QTY.
46802	Fort Wayne	IN	380
46805	Fort Wayne	IN	80
46806	Fort Wayne	IN	550
46807	Fort Wayne	IN	50
46808	Fort Wayne	IN	135
46809	Fort Wayne	IN	50
46816	Fort Wayne	IN	120
46550	Nappanee	IN	90
46573	Wakarusa	IN	20
46580	Warsaw	IN	340
46767	Ligonier	IN	280
46526	Goshen	IN	1195
46528	Goshen	IN	580
46514	Elkhart	IN	160
46516	Elkhart	IN	775
46517	Elkhart	IN	1205
46540	Middlebury	IN	10
46561	Osceola	IN	35
46761	La Grange	IN	95
46703	Angola	IN	70
49028	Bronson	MI	30
49036	Coldwater	MI	45
49099	White Pigeon	MI	10
49091	Sturgis	MI	315
49103	Berrien Springs	MI	30
49120	Niles	MI	140
46601	South Bend	IN	290
46613	South Bend	IN	210
46615	South Bend	IN	60
46619	South Bend	IN	1140
46635	South Bend	IN	70
46545	Mishawaka	IN	50
46350	La Porte	IN	220
46563	Plymouth	IN	180

Total Controlled Bulk Delivery 9000

Total Newspaper Delivered by City

ZIP	CITY	ST	QTY.
46802-46816	Fort Wayne	IN	1365
46550	Nappanee	IN	90
46573	Wakarusa	IN	20
46580	Warsaw	IN	340
46767	Ligonier	IN	280
46526-4628	Goshen	IN	1775
46514-46517	Elkhart	IN	2140
46540	Middlebury	IN	10
46561	Osceola	IN	35
46761	La Grange	IN	105
46703	Angola	IN	50
49028	Bronson	MI	30
49036	Coldwater	MI	45
49099	White Pigeon	MI	10
49091	Sturgis	MI	315
49103	Berrien Springs	MI	30
49120	Niles	MI	140
46601-46635	South Bend	IN	1770
46545	Mishawaka	IN	50
46350	La Porte	IN	220
46563	Plymouth	IN	180

Total Controlled Bulk Delivery 9000

Distribution Totals

	%	QTY.
Controlled Bulk Delivery	97.8	9000
Office/File	2.2	200

Total Printed 100 9200

For more distribution information
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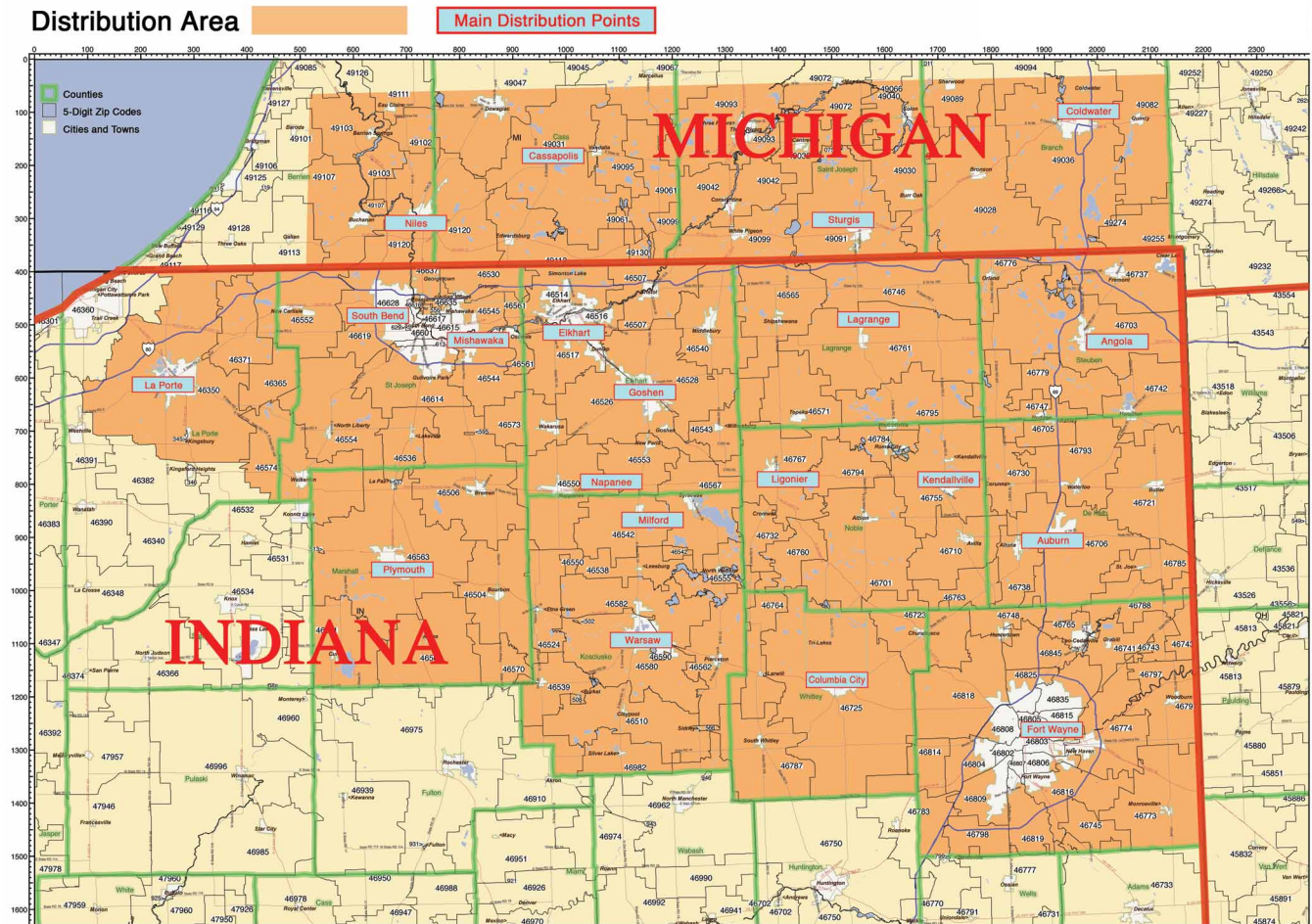
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In both numeric and percentage terms, the Hispanic population of Indiana has seen the most growth since 2000 — gaining 175,171 individuals for an 82 percent increase. In fact, the Hispanic population was the only minority group to see growth in all 92 counties during the decade.

INCONTEXT

*A publication of the
Indiana Business Research Center
at IU's Kelley School of Business.*

Distribution Map



More facts about El Puente...

- Member of Goshen Chamber of Commerce
http://www.goshen.org/directory/cw_1146.htm
- 100% Hispanic Owned and Managed.
- 208 Distribution Spots in Indiana and Michigan.
- Distributed in over 130 Hispanic Owned Businesses in our area.
- Full online edition since 2001:
www.webelpuente.com
- Our Distribution Area includes 15 counties in Indiana and Michigan.

El Puente Print Schedule 2013

Due date for reserving space is one week before Print Date.

Print Date:

- Thur., January 3
- Tues., January 15
- Tues., February 5
- Tues., February 19
- Tues., March 5
- Tues., March 19
- Tues., April 2
- Tues., April 16
- Tues., May 7
- Tues., May 21
- Tues., June 4
- Tues., June 18
- Tues., July 2
- Tues., July 16
- Tues., August 6
- Tues., August 20
- Thur., September 5
- Tues., September 17
- Tues., October 1
- Tues., October 15
- Tues., November 5
- Tues., November 19
- Tues., December 3
- Tues., December 17

Elkhart County alone has an estimated population of over 27,000 Hispanics.

Besides local, national and international news, El Puente provides special content in full color including a Children's section, Literary section, Sports, Arts & Crafts, Cartoons, Legal Advice and Youth section.

If you are interested in advertising in any of these particular sections, please let us know.





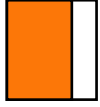
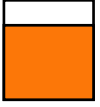
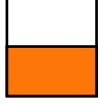

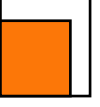
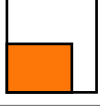

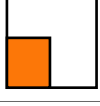
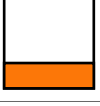





See our reference in Wikipedia.

Wikipedia, la enciclopedia libre

[http://es.wikipedia.org/wiki/El_Puente_\(periódico\)](http://es.wikipedia.org/wiki/El_Puente_(periódico))

Rate Sheet and Ad Details

Prices by Page Fraction. Select Ad size and shape by marking the red box beside it.

Double-Truck Ad in Color	\$1012	<input type="checkbox"/>		20.5 (W) x 9.6 (H)	<input type="checkbox"/>
Full Page Ad in Color	\$617	<input type="checkbox"/>		9.88 (W) x 9.6 (H)	<input type="checkbox"/>
Full Page Ad b/w	\$517	<input type="checkbox"/>			<input type="checkbox"/>
3/4 Page Ad in Color	\$499	<input type="checkbox"/>		7.4 (W) x 9.6 (H)	<input type="checkbox"/>
3/4 Page Ad in b/w	\$399	<input type="checkbox"/>		9.85 (W) x 7.2 (H)	<input type="checkbox"/>
1/2 Page Ad in Color	\$382	<input type="checkbox"/>		9.85 (W) x 4.8 (H)	<input type="checkbox"/>
1/2 Page Ad in b/w	\$282	<input type="checkbox"/>		4.85 (W) x 9.6 (H)	<input type="checkbox"/>
				6.4 (W) x 7.4 (H)	<input type="checkbox"/>
3/8 Page Ad in Color	\$323	<input type="checkbox"/>		7.4 (W) x 4.8 (H)	<input type="checkbox"/>
3/8 Page Ad in b/w	\$223	<input type="checkbox"/>		4.85 (W) x 7.2 (H)	<input type="checkbox"/>
1/4 Page Ad in Color	\$264	<input type="checkbox"/>		4.85 (W) x 4.8 (H)	<input type="checkbox"/>
1/4 Page Ad in b/w	\$164	<input type="checkbox"/>		9.85 (W) x 2.4 (H)	<input type="checkbox"/>
				2.35 (W) x 9.6 (H)	<input type="checkbox"/>
1/8 Page Ad in Color	\$203	<input type="checkbox"/>		4.85 (W) x 2.4 (H)	<input type="checkbox"/>
1/8 Page Ad in b/w	\$103	<input type="checkbox"/>		2.35 (W) x 4.8 (H)	<input type="checkbox"/>
1/16 Page Ad in Color	\$112	<input type="checkbox"/>		4.85 (W) x 1.25 (H)	<input type="checkbox"/>
1/16 Page Ad in b/w	\$62	<input type="checkbox"/>		2.35 (W) 2.4 (H)	<input type="checkbox"/>

Prices per Column Inch

Column inches	Price per column inch
38	\$ 13.60
19	\$ 14.84
9.6	\$ 17.08
4.8	\$ 21.45
2.4	\$ 25.83

Mechanicals:

El Puente prints in a mini-tabloid format. Printable area per page is 9.88 inches wide by 9.6 inches deep, in a four-column format.

- One-column ads are 2.35 inches wide
- Two-column ads are 4.85 inches wide.
- Three-column ads are 7.4 inches wide.
- Four-column ads are 9.88 inches wide.

Prices per ad, per one edition.

Discounts available for advertisement in quantity; please call El Puente Newspaper for details.

Tel: (574) 533-9082 • Fax: (574) 537-0552 • email: mail@webelpuente.com

Classified Ad Rates

Classified Ads run in our special classified section in the printed version of El Puente Newspaper. They also run in our Online Classified Section at: www.webelpuente.com/clasificados.html

- 30 Word Limit. Additional words are \$0.50 each.
- Classified can be placed in b/w or with background color.
- Tear Sheets and Invoices by regular mail.
- Select Classified Ad by marking the red box beside it.



Classified Ad Prices.

- | | | |
|--------------------------|--------------------------------|------|
| <input type="checkbox"/> | Boxed Classified Ad in Color | \$42 |
| <input type="checkbox"/> | Boxed Classified Ad in b/w | \$32 |
| <input type="checkbox"/> | Regular Classified Ad in Color | \$26 |
| <input type="checkbox"/> | Regular Classified Ad in b/w | \$16 |

Classified Ad Packages.

- | | | |
|--------------------------|--|-------|
| <input type="checkbox"/> | 6 Month Boxed Classified Ad in Color Package (12 issues, \$31.50 each) | \$378 |
| <input type="checkbox"/> | 6 Month Boxed Classified in b/w Package (12 issues, \$24 each) | \$288 |
| <input type="checkbox"/> | 6 Month Regular Classified Ad in Color Package (12 issues, \$19.50 each) | \$234 |
| <input type="checkbox"/> | 6 Month Regular Classified Ad in b/w Package (12 issues, \$12 each) | \$144 |
| <input type="checkbox"/> | 1 Year Boxed Classified Ad in Color Package (24 issues, \$21 each) | \$504 |
| <input type="checkbox"/> | 1 Year Boxed Classified in b/w Package (24 issues, \$16 each) | \$384 |
| <input type="checkbox"/> | 1 Year Regular Classified Ad in Color Package (24 issues, \$13 each) | \$312 |
| <input type="checkbox"/> | 1 Year Regular Classified Ad in b/w Package (24 issues, \$8 each) | \$192 |

- Payment of Classified Package in advance is required.
- Electronic tear sheets and invoicing.

For additional information please call El Puente Newspaper for details.

Tel: (574) 533-9082 • Fax: (574) 537-0552 • email: mail@webelpuente.com

Pre-Printed Insert Rates

- Maximum insert size: 9 in. (W) x 10 in. (H)
- Number of pages: 1-8
- For inserts of more than 8 pages please call.
- Number of inserts per issue: 8000
- Price per issue: \$624.00 (\$78 CPM)
- Date inserts must be delivered: One week before publishing date.
- An insertion order must be faxed in or e-mailed by the client before material is sent.

Address of delivery:

El Puente Inserts
South Bend Tribune
223 W. Colfax Ave.
South Bend, IN 46601

For more information please contact:

El Puente
P.O. Box 553
Goshen, IN 46527-0553
Tel: (574) 533-9082
Fax: (574) 537-0552
mail@webelpuente.com



Rates for www.webelpuente.com

www.webelpuente.com has been online since June 2001. The full online edition includes all the news, pictures, columns and special content that the printed edition has. We have readers from our regional area and also national and international.

12 años en la internet.
12 years in the internet.

1 Abra la puerta al mercado hispano
PUBLICITE AQUÍ / ADVERTISE HERE

2 Encuentro de las Culturas / A Bridge Between Cultures
Hispanic Newspaper / Periódico en español
Edición impresa de Septiembre 15, 2009.

3 nuncio aquí
Advertise here

4 18 años de experiencia en el mercado hispano
PUBLICITE AQUÍ / ADVERTISE HERE

5 Publicidad AQUÍ
Precios para todos los presupuestos
Llame al (574) 971-8364

6 Human Rights Watch cuestiona desembolso de fondos a México

7 Human Rights Watch cuestiona desembolso de fondos a México

7 Human Rights Watch cuestiona desembolso de fondos a México

Banner Ads appear on all web pages of the newspaper.

Banners can be linked to external sites.

Ads run for 1 month (2 issues of El Puente).

Special Banner sizes can be accommodated.

Website publication has complete content of printed version.

Call **El Puente** for more details at:
(574) 533-9082

- 1. Top Banner**
728 x 90 px. \$506 / month
- 2. Bottom Banner**
570 x 90 px. \$372 / month
- 3. Large Square Banner #1**
250 x 250 px. \$309 / month
- 4. Large Square Banner #2**
250 x 250 px. \$277 / month
- 5. Large Square Banner #3**
250 x 250 px. \$245 / month
- 6. Small Square Banner #1**
150 x 150 px. \$202 / month
- 7. Small Square Banner #2**
150 x 150 px. \$160 / month