

Advertising Deadlines

2007

Display Advertising

Publication Date	Space Reservation & Copy Deadlines	Final Proof
Monday	Thursday, 5:00 p.m.	Friday, 4:00 p.m.
Tuesday	Friday, 2:00 p.m.	Monday, 2:30 p.m.
Wednesday	Monday, 3:00 p.m.	Tuesday, 2:30 p.m.
Thursday	Tuesday, 3:00 p.m.	Wednesday, 2:30 p.m.
Thursday La Vibra	Monday, 5:00 p.m.	Tuesday, 12:00 noon
Friday	Wednesday, 3:00 p.m.	Thursday, 2:30 p.m.
Saturday	Thursday, 3:00 p.m.	Friday, 2:30 p.m.
Sunday	Thursday, 4:00 p.m.	Friday, 3:00 p.m.

Color reservation is three working days prior to publication date. Color subject to space availability. Camera-ready copy is due two working days prior to publication date. Translation: 3 1/2 hours prior to space deadline.

Classified Line Ad Deadlines

Publication Date	Deadlines
Sunday	Friday, 6:00 p.m.
Monday	Friday, 6:00 p.m.
Tuesday-Friday	One day preceding publication before 2:00 p.m.
Saturday	Friday, 12:00 noon

For new ads, allow 1 hour for processing. Color deadlines advance normal deadlines by 24 hours. When a holiday falls on or between deadline and publication date, advance all deadlines 24 hours.

Classified Display Ad Deadlines

Publication Date	Deadlines
Sunday	Thursday, 4:00 p.m.
Monday	Thursday, 5:00 p.m.
Tuesday	Friday, 2:00 p.m.
Wednesday	Monday, 6:00 p.m.
Thursday	Tuesday, 6:00 p.m.
Friday	Wednesday, 6:00 p.m.
Saturday	Thursday, 3:00 p.m.

Automotive Section Deadlines

Publication Date	Deadlines
Fridays	Tuesday, 3:00 p.m.
Saturday & Sunday	Wednesday, 3:00 p.m.

Translations 3 1/2 hours before deadline. Full page requires a day prior to deadline. Inserts Print & Delivery deadlines are 15 working days prior to run date.

Print and Deliver Deadlines

P&D Deadline: 10 working days prior to run date (standard paper stock only)

Facts

- ❖ Reach approximately 482,189 readers daily with a single ad in La Opinión.
Source: Scarborough Research, 2006 Release 1 (L.A. DMA)
- ❖ 47% of the Los Angeles Market is Hispanic and has \$129 billion in buying power.
Source: 2006 U.S. Hispanic Market Report, Synovate
- ❖ La Opinión is the largest Spanish language daily newspaper in the U.S., with over 80 years of providing news and information to the Hispanic community - published daily since September 16, 1926.

Daily Circulation

123,885 (M-F)

Source: March 2005 ABC Audit Report

La Opinión

an impreMedia company

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