

# Classified Advertising Deadlines

# 2007

## 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

### Applies to Real Estate, Mortgage and Legal Banner

Publication Days	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.

### Tu Casa Section (Supplement) Deadlines

Publication Day	Saturday
Ad Space and Copy Deadline	Thursday, 3:00 p.m.
Last Proof	Friday, 10:00 a.m.

## Real Estate (Bienes Raíces) Section Deadlines

Publication Day	Friday
Ad Space and Copy Deadline	Thursday, 10:00 a.m. (One week prior to publication)
Camera Ready w/ translation	Thursday, 12:00 p.m.
Camera Ready w/out translation	Thursday, 4:00 p.m.
Changes	Tuesday, 9:00 a.m.

## Automotive Section Deadlines

Publication Days	Deadline
Fridays	Tuesday, 3:00 p.m.
Saturday & Sunday	Wednesday, 3:00 p.m.

Translations 48 hours before deadline. Full page require 72 hours 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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