

CENTRO

de Richmond

Richmond's forty most populous zip codes will see growth of more than 20 percent in their Hispanic populations by 2010.

CLASSIFIED

ADVERTISING RATES

CENTRO is central Virginia's most influential Spanish-language publication, with the largest circulation and the widest distribution network in the metropolitan area.

Along with weekly updates from Argentina to Ashland and from Mexico City to Short Pump, **CENTRO's** focus is on the local churches, stores, athletic leagues, schools, employers and government agencies most important to Latino families.

CENTRO de Richmond is available from Hanover to Petersburg with a weekly circulation of 10,000 (+) copies, distributed through a select group of local companies, apartment communities, supermarkets, restaurants, nightclubs, churches and schools where both recent immigrants – and increasing numbers of affluent U.S. born Hispanics – pray, eat, sleep, work and play with their friends and families.

Would you like to communicate clearly and economically with consumers who – compared to the overall U.S. population – have three times more children than most families; spend twice as much each year on clothing and accessories; use cash more than credit cards; prefer buying real estate to other retirement investments, and, as a group, is growing at more than four times the national rate?

We thought so. Advertise in **CENTRO**.



Specifications:

- ◆ **10,000(+)** weekly circulation.
- ◆ **Full color** and premium placements for all long-term contracts.
- ◆ **Publishes every Friday.**

TRANSLATION DEADLINE:

Monday at 6:00 p.m.

AD DEADLINE:

Wednesday at 12:00 p.m. (camera ready)

Rates:	OPEN	4X	12X	26X	52X
FULL PAGE 8 col (9.29" x 11.5"	\$405	\$365	\$344	\$324	\$284
1/2 PAGE 8 col (9.29" x 5.5"	\$339	\$305	\$288	\$271	\$237
1/4 PAGE 4 col (4.62" x 5.5"	\$248	\$231	\$221	\$199	\$187
1/8 PAGE 4 col (4.62" x 2.63"	\$112	\$101	\$95	\$89	\$78
1/16 PAGE 2 col (2.29" x 2.63"	\$62	\$56	\$53	\$50	\$44

Classified Line Ads: \$.75 per line

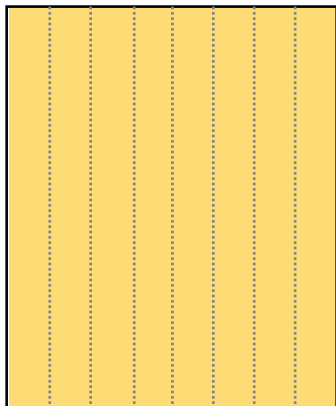
Inserts / Preprints: starting at \$.32 per page a week

CENTRO families live or work in every zip code in metropolitan Richmond and include university educated- and blue collar immigrants from every country in the Spanish speaking world as well as non-Hispanics trying to learn the language, culture and values of their newest neighbors, employees and co-workers.

CALL US TO ADVERTISE (804) 559-8406

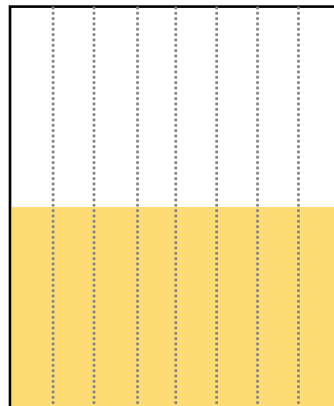
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ADVERTISING SIZES



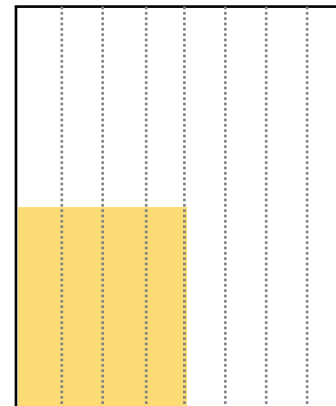
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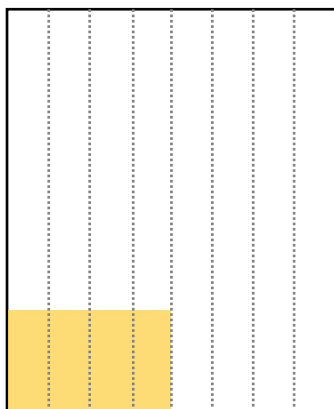
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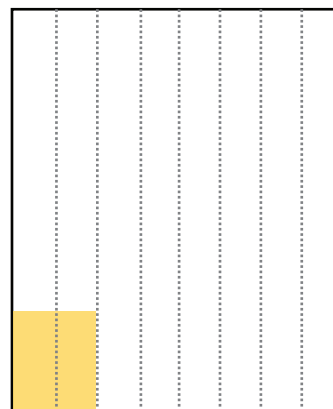
1/4 PAGE

4 columns (4.62") X 5.5"



1/8 PAGE

4 columns (4.62") X 2.625"



1/16 PAGE

2 columns (2.29") X 2.625"



CENTRO de Richmond is distributed through: churches, government agencies, coffee shops and public libraries; middle schools, high schools and adult learning centers; apartment complexes and large employers; Latino restaurants, nightclubs and grocery stores; Wal-Mart, Farmers Foods and Kroger; Hardee's, Walgreens and Goodwill Industries; Red Wing shoes, Long & Foster and Shamin Hotels; SunTrust, BB&T and Bank of America, along with Ft. Lee, VCU, Virginia Union University, Virginia State, University of Richmond, John Tyler CC and J. Sargeant Reynolds CC... We're growing our circulation network every month, so if your business wants CENTRO for your customers, please call 804-649-6254!