

2009

Hispanic Advertising Solutions

Independent dealer automotive rates

Best response

PREMIUM WEEKLY RATES

**ALL RATES
INCLUDE
FULL COLOR**

**PACKAGE BUY INCLUDES
3 LINERS THROUGHOUT
ALL 3 PUBLICATIONS
(AUTO SHOPPER, TVYMÁS,
LA VOZ)**

TVyMÁS (Full page, full run)

Full Page

La Voz - Auto class

1/8 Page
4 col.x4.5"

TOTAL:

\$475

A LA CARTE Weekly Rates

Product	Size	Price
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TVyMÁS (2 zones)

Full Page

\$325

TVyMÁS (2 zones)

Half Page

\$225

La Voz Full pg.

Full Page

\$600

La Voz 1/2 pg.

Half Page

\$350

La Voz 1/4 pg.

1/4 Page

\$200

A LA CARTE Weekly Rates

Product	Size	Price
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TVyMÁS Full Run

2 Full Pages

\$1000

TVyMÁS Full Run

Gloss Page

\$850

TVyMÁS Full Run

Half Page

\$400

2009

Hispanic Advertising Solutions

Franchise dealer automotive rates

Best response

PREMIUM WEEKLY RATES



Product	Size
TVyMás	2 Full Pages
La Voz - Auto class	Full Page
La Voz Sports	1/8 Page
TOTAL:	\$1,500

**PACKAGE BUY INCLUDES
3 LINERS THROUGHOUT
ALL 3 PUBLICATIONS
(AUTO SHOPPER, TVYMÁS,
LA VOZ)**



Product	Size
TVyMás	Full Page
La Voz - Auto class	1/2 Page
La Voz Sports	1/8 Page
TOTAL:	\$1,000

A LA CARTE Weekly Rates

Product	Size	Price
TVyMás	Full Page	\$700
TVyMás	Half Page	\$400
La Voz	Full Page	\$600
La Voz	1/2 Page	\$350
La Voz	1/4 Page	\$200
TVyMás	2 Full Pages	\$1,000
TVyMás	Gloss Page	\$850



Product	Size
TVyMás (Full page, full run)	1/2 Page
La Voz	1/2 Page
La Voz Sports	1/8 Page
TOTAL:	\$700