

Why "El Editor" and "Chicano Accent" over other media to reach the West Texas Chicano populus.

Avalance-Journal:

El Editor and Chicano Accent serve a population completely separate from the A-J. Nothing beyond a few words are published bilingually. Few Chicanos work with the A-J to provide community input.

Spanish Radio

Advertisements must be repeated at least 10 times per day in order to be effective. Ads are often sandwiched between many other ads therefore losing much of their effect.

Television:

Special Chicano TV programs, although well liked, do not provide enough exposure to advertisers because of short programs. If more than one advertisement is bought in a one hour time slot, effectiveness is lost. Budgets allowed for Chicano programs do not provide for professionally made commercials which prove to be most effective.

El Editor and Chicano Accent are designed to promote and bring you business. No contributions from businesses are accepted.

Circulation and Distribution

EL EDITOR: 10,000 printed every week on Friday! It is a well know fact that weekly newspapers are very often read by more than one person. It is estimated that on the average 5 people read 1 newspaper making a total readership of more than 50,000.

CHICANO ACCENT: 3,000 printed every first and third Tuesdays of the month. Chicano Accent has a totally paid circulation and has applied for a 2 class mailing permit.

El Editor and Chicano Accent is distributed through the Chicano churches in the South Plains, through house to house and mailed subscriptions, and through Chicano and Chicano frequented businesses.

EL EDITOR

chicano accent

*Now Serving All West Texas
With 65,000 Readers
and Distribution In*

Slaton Wilson Post Tahoka
Woodrow Brownfield Lamesa
Wolfforth Levelland Littlefield Dimmitt
Hereford Muleshoe Dumas Tulia
Amarillo Plainview Halecenter Ralls
Shallowater Floydada Lokney
Crosbyton Idalou Lorenzo

Reaching more than
100,000
Spanish Speaking Persons

West Texas' ONLY
Bilingual Weekly Newspaper

EL EDITOR
AMIGO PUBLICATIONS
2305 19th St.
Lubbock, Texas 79401
Telephone 806-763-3841



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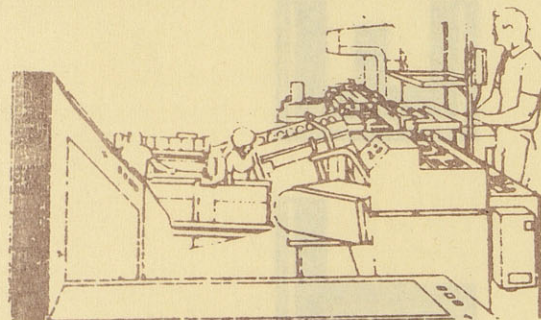
RATE CARD

EL EDITOR

chicano accent

WHY SHOULD YOUR FIRM ADVERTISE IN OUR NEWSPAPERS

El Editor and Chicano Accent are designed to help your business reach the 125,000 Chicanos living in Lubbock and the entire West Texas area. Advertising bilingually gives your company the added advantage of identifying with an untapped market. El Editor and Chicano Accent are distributed in a 50 to 75 mile radius of Lubbock and have been proven to be an effective and viable means of advertising. The newspapers are used by politicians, government, and private industry.

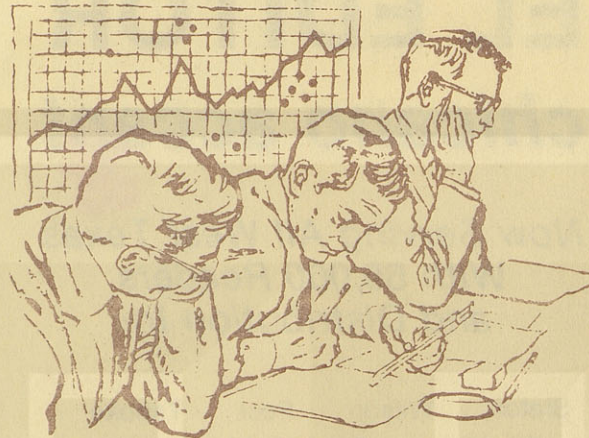


MECHANICAL REQUIREMENTS

El Editor is printed on a standard format page, 6 columns (13 picas each col.) to a page, 21 inches deep, with total column inches per page equaling 126.

Chicano Accent is printed on a tabloid format page, 5 columns (11½ picas per column—1 pica between each column), 16 inches deep with total column inches per page equaling 80.

Slicks, or photographic repros are requested. We do not have facilities to handle mats, although we can compose any advertising within our plant. Type size from 5½ points to 74 point is available. We subscribe to Metro Advertising Services from New York and have many major logos and sigs available as well as artwork at no extra cost.



DISPLAY ADVERTISING RATES

Local Rates

El Editor	\$3.50 per col. in.
Chicano Accent	\$3.00 per col. in.
Combined Rate	\$6.00 per col. in.

National Rates

El Editor	\$5.00 per col. in.
Chicano Accent	\$4.00 per col. in.
Combined editions	\$8.00 per col. in.

Note: Ads placed in combined edition are inserted in both newspapers. Combined rate charged on first and third week. One half of combined rate charged on other weeks when Chicano Accent not published.

Pre-print Rates

Accepted in standard or tabloid size pages. Standard size pages counted as two tabloid size pages. Press run figures given on request.

Tabloid	Flat Charge
4 pages	\$60. per M
6 pages	\$75 per M
8 pages or more	\$85. per M

Sections to be delivered to Amigo Publications, 2305 19th St., Lubbock, Texas 79401, 5 days before insertion date. There is no additional column inch charge.

Agency Commissions

Agency commissions of 15% is given for camera ready ads.

Political Advertising

No discounts—Cash in Advance
Same rates as display ads.

Extra Charges

1 Color (plus b&w)	\$75.00
2 Colors	\$110.00
3 Colors	\$150.00

Four color available priced on an individual basis. Color charges are in addition to regular advertising rate. Color advertising is requested one week prior to regular deadlines. Prices do not include color separations.

Classified Advertising

Rates are based on a 15 word minimum at 15 cents per word. Classified advertising is payable in advance.

Refunds or corrections on Classified Advertising

Publisher will not be responsible for more than the first insertion of incorrect copy. El Editor or Chicano Accent will run the classified ad one additional issue on any typographical error that changes the meaning of the ad. Refunds on cancellations are not given.

Up to 3 tearsheets will be sent upon request with monthly statement without charge.



DEADLINES

El Editor: Display and classified, 5 p.m. Wednesday before insertion date. Published Fridays in Lubbock, Texas.

Chicano Accent: Display and classified, 10 a.m. on Monday before insertion date. Published on the first and third Tuesday of the month in Lubbock, Texas.

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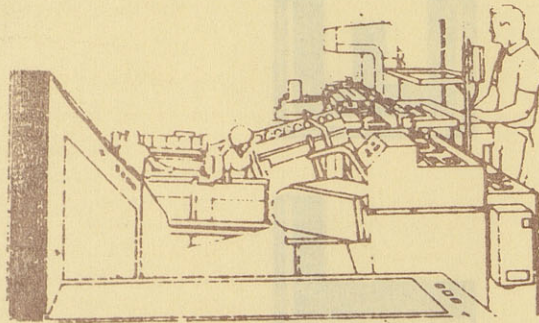
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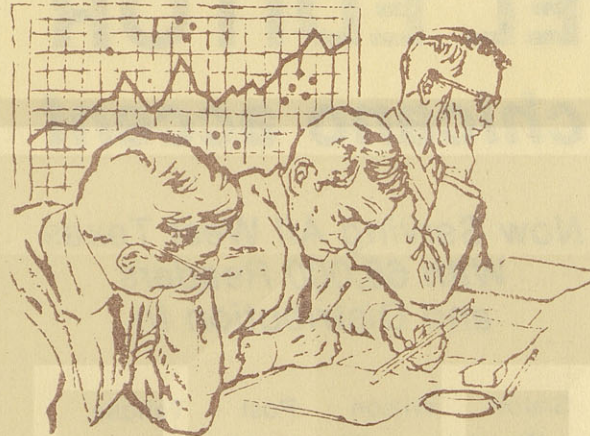


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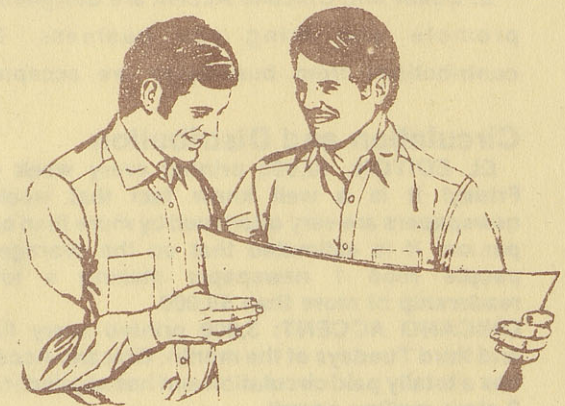
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