EL DIA

www.eldianews.net

2026 RATE CARD

Address: PO Box 144 **City** : Lyons **State:** IL. **Zip Code:** 60534-9998
Tel. (708) 652-6397 **Fax:** (708) 956-7285 **E-mail:** jorge@eldianews.net
Publishers: Jorge A. Montes de Oca - Ana María Ugalde-Montes de Oca

***DISTRIBUTION AREA*: Illinois-Uptown, Logan Square, Humboldt Park, Pilsen, Little Village, Wicker Park, Chicago Oak Lawn, Elsdon, Stock Yard, Craig, Irvin Park, Ogden Park, Prudential Plaza, Loop Station, South Chicago, Cicero, Berwyn, Riverside, Franklin Park, Melrose Park, West Chicago, Aurora, South Beloit, Beloit, Rochelle, Harvey, Crystal Lake, Rockford, Marengo, Belvedere & Woodstock. Wisconsin-Delevan, Milwaukee, Waukesha, Kenosha, Beloit North & Racin.**

Year Established: 1985 **Circulation:** 60,000 **Readership:** 180,000
Day of Pub: Friday **No. of Pages:** 48 **Frequency:** Weekly
Paid: 30% **Non Paid:** 70% **ADI#** 81-3558986

Distribution: Audit ☒ YES ☐ NO **Audited by:** CAC PROCESS
Bulk: 15% **Newsstand:** 40% **Door to Door:** 40% **Mail:** 5%

Format: ☐ Broadsheet ☒ Tabloid
Page Size: 9.5" (W) X 11" (H)
SAU: ☒ YES ☐ NO
# of Columns: 6 **Width** 1.5"

Col. Inch Rate: $45.30
Full Page: $3,336.00
Additonal Color $ Free
Full Color Cost $ Free

Classified & Legal Notice: $56.00 (1" x 1 Col)
Deadline Wednesday by 5:00PM

WE ACCEPT CHECKS, VISA, MASTERCARD, DISCOVER & AMERICAN EXPRESS

PRE PAID INSERT RATE

4-12 Page Inserts
(Max Size 11" X 8.5")
Cost: $85.00 per 1,000
MUST BE PREPAID

Sections Published Regularly:

- ☒ Food
- ☒ Sports
- ☒ Travel
- ☒ Entertainment
- ☒ Calendar Events
- ☒ Fashion/Life-style
- ☒ Auto
- ☒ Real Estate
- ☒ Health
- ☒ Business
- ☒ Legal Tips

Special Editions: Easter, 5 de Mayo, Mother's Day, Puerto Rican Parade, 4th of July, Labor Day, Mexican Independence Day, Hispanic Hertiage Month, Thanksgiving,Christmas & New Year's

THE CIRCULATION PRINTED IS WHAT IS GIVEN WHEN THE FULL RATE IS PAID. THIS RATE CARD IS FOR ADVERTISING PURPOSES ONLY. ANY OTHER USE IS ILLEGAL.

Dear Customer:

I would like to take this opportunity to introduce **EL DIA Newspaper,** the only Mexican owned newspaper in the Chicagoland area and its surrounding suburbs. It is a bilingual publication that has been published for the past **40 years**, uninterrupted. It is a weekly newspaper with a total circulation of **60,000** every Friday.

Our distribution covers Chicago, Cicero, Berwyn, North Riverside, Melrose Park, Aurora, among other suburbs of Illinois and some parts of Indiana & Wisconsin. Our distribution is done through the use of newsstands, supermarkets, businesses, house-to-house, digital online newspaper which has **10,000 subscribers**, email, US Mail, and among other means. We also have a website to accommodate our readers in other parts of the world.

Please feel free to contact our office at **(708) 652-6397** with any questions or further information about our newspaper. We will be more than happy to assist you.

Sincerely,

Christopher Montes de Oca
Office Manager

EL DIA Newspaper
PO Box 144
Lyons, IL 60534-9998
(708)652-6397 Off

PUBLICATION POLICY

The publication policy of *EL DIA* is to publish a weekly community newspaper serving the Hispanic communities of Chicago and other areas of Illinois.

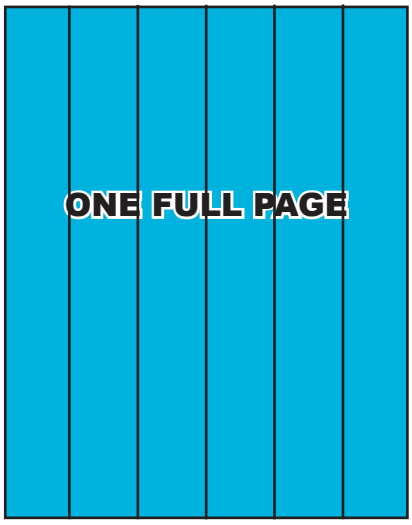
CIRCULATION COVERAGE BY COMMUNITY & ZIP CODE

Code	Community	Circ.	Code	Community	Circ
CHICAGO, ILLINOIS					
60618	Kedzie Park	180	60610	Fort Dearborn	80
60629	Chicago Lawn	200	60641	Irving Park	200
60630	Northtown	255	60617	South Chicago	1,500
60632	Brighton	1,500	60647	Logan Square	1,500
60608	Pilsen	2,650	60659	Humboldlt Park	1,800
60609	Stockyard	1,000	60660	Rogers Park	1,300
60613	Lakeview	1,500	60623	Little Village	6,075
		7,285			**12,455**
SUBURBS IN ILLINOIS					
60014	Crystal Lake	1,100	60505	Aurora	3,270
60436	Joliet	2,500	60546	North Riverside	2,150
60446	Romeoville	2,500	60804	Cicero	6,210
60131	Franklin Park	1,500	60534	Lyons	1,150
60120	Elgin	2,500	60090	Wheeling	2,500
60160	Melrose Park	1,880	60441	Lockpot	3,000
60085	Waukegan	3,000	60165	Stone Park	2,000
60101	Addison	1,100	60402	Berwyn	3,500
		16,080			**23,280**
MAIL	900				
					60,000

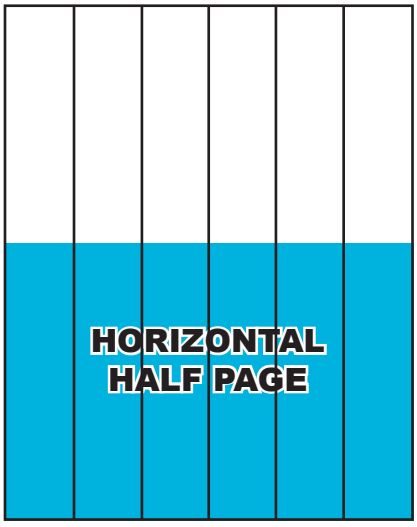
EL DIA

www.eldianews.net

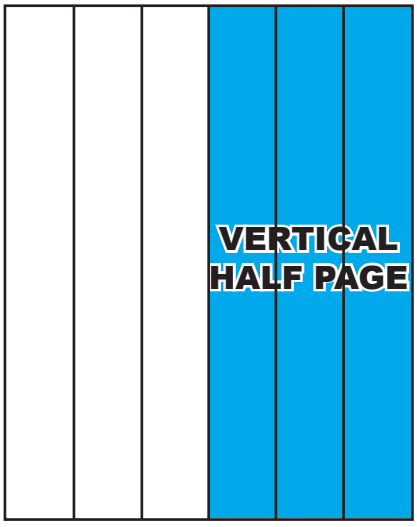
AD. SIZES



11” H X 9.5” W

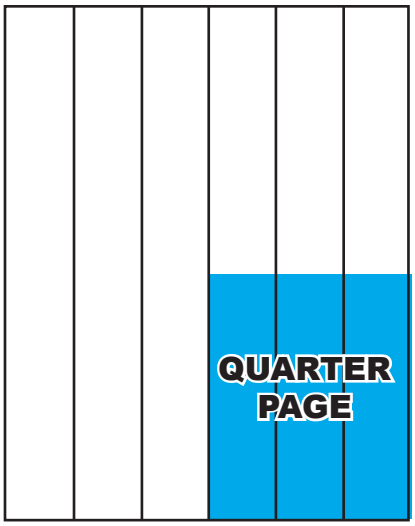


5.5” H X 9.5” W

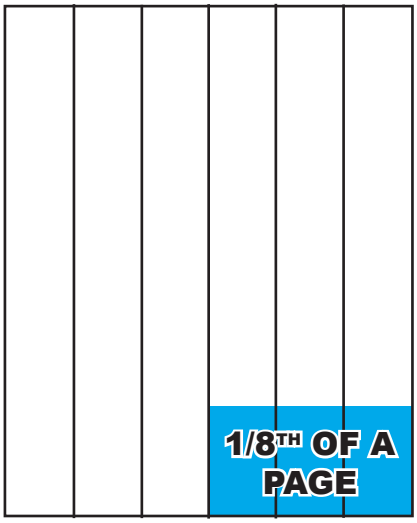


11” H X 5” W

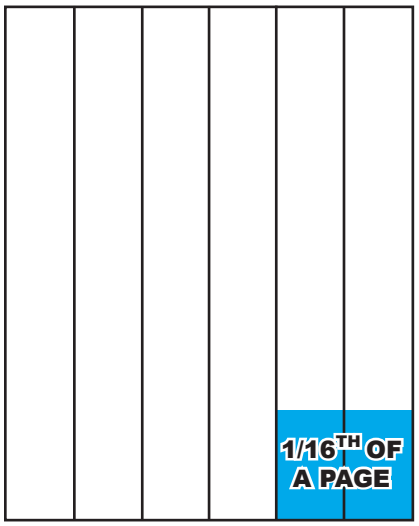
One Col. W. 1.444 In. | Two Col. W. 3.055 In. | Three Col. W. 4.4.666 In | Four Col. W. 4.4.666 In |Five Col. W. 7.889 In | Six Col. W. 9.5 In



5.5” H X 5” W



3.5” H X 5” W



3” H X 3.5” W