

CIRCULATION MAP

Central California (Kern, Kings, Fresno, Madera & Tulare Counties)

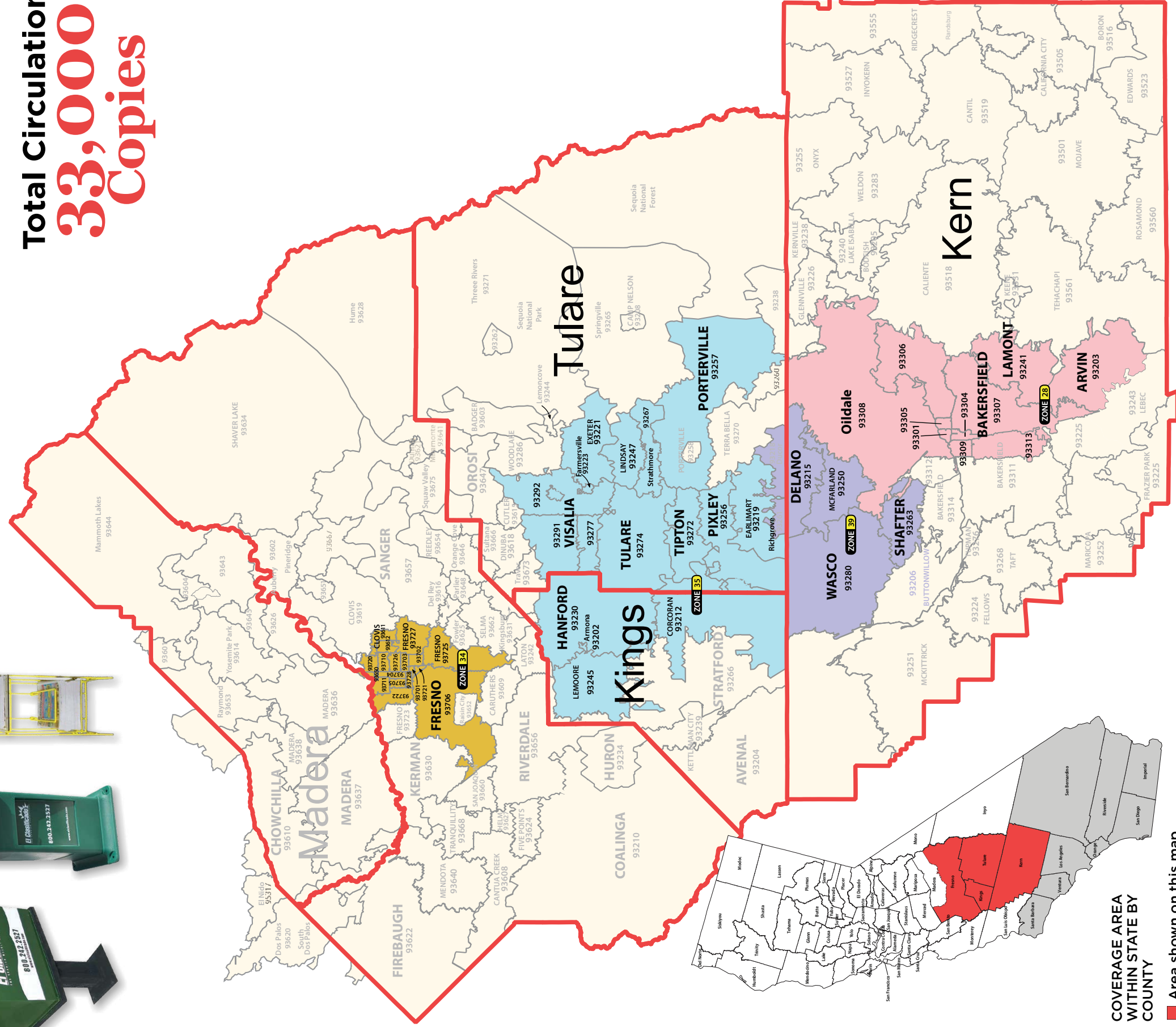
Zone 28 - 10,000 COPIES
KERN COUNTY | Bakersfield, Arvin, Lamont, Oildale

Zone 34 - 11,000 COPIES
FRESNO COUNTY | Fresno, Clovis

Zone 35 - 7,000 COPIES
TULARE & KINGS COUNTIES | Tulare, Visalia, Corcoran, Earlimart, Pixley, Tipton, Lindsay, Porterville, Strathmore, Exeter, Farmersville, Hanford

Zone 39 - 5,000 COPIES
KERN COUNTY | Delano, Wasco, McFarland, Shafter

Total Circulation
33,000
Copies



Area shown on this map
Fresno, Kern, Tulare
& Kings Counties

Areas also available (Not Shown on this Map)
Los Angeles, Orange, Riverside,
San Bernardino, Ventura, Imperial,
San Diego and Santa Barbara Counties

**CIRCULATION
VERIFICATION
COUNCIL**

CVC GLOBAL
STANDARD AWARD
2007/2008



OUTSTANDING CIRCULATION PROGRAM
2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002
By NAHP (NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS)

*Zip codes in white show areas in which El Clasificado is not distributed in.

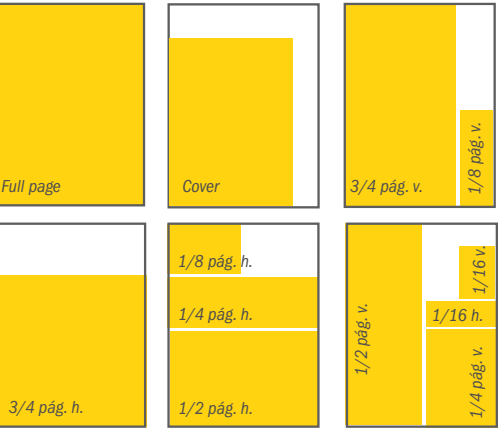
WEEKLY CIRCULATION 405,000 • LOCATIONS: 16,000
11205 Imperial Hwy., Norwalk, CA 90650
Tel. (323) 278-5313 • 1 (800) 242-2527 • Fax: (323) 278-5315
Sales Director ilopez@elclasificado.com • elclasificado.com

**FOR DISPLAY SALES, PLEASE CALL
(888) 219-4503**

January 13, 2020 12:18 PM

Rates & Sizes

DISPLAY ADS



For display sales, please call (323) 278-5513

CLASSIFIED GENERAL WEEKLY RATES:

\$19.95 first 15 words \$1.00 each additional word (region 1)
\$11.95 first 15 words \$0.30 each additional word (region 2)
\$10.95 first 15 words \$0.30 each additional word (regions 4.6.7)
\$8.95 first 15 words \$0.25 each additional word (region 5)
\$7.95 first 15 words \$0.20 each additional word (regions 3.8.9.13.14)
\$5.95 first 15 words \$0.10 each additional word (regions 10.11.12.15)

CONTRACT DISCOUNT:

- Multi-week discount 15% (minimum of 4 weeks)
- Multi-region discount 20% (minimum of 2 regions)

FEATURES AVAILABLE:

Color picture and some features available in spot color. Please call your sales representative

*Rates vary by category and by region

CLASSIFIED-DISPLAY ADS WEEKLY RATES • ALL ZONES • COLOR

SIZE	1	8	13	26	52
1 col x 1”	\$1,067	\$854	\$694	\$587	\$501
1 col x 2”	\$1,477	\$1,182	\$960	\$813	\$694
1 col x 3”	\$1,888	\$1,510	\$1,227	\$1,038	\$887
1 col x 4”	\$2,298	\$1,838	\$1,494	\$1,264	\$1,080

FEATURES AVAILABLE

Designed like a display ad, published like a classified Product not available to Adult Ads. * Rates may vary by category and region.

DEADLINES & PUBLICATION DATE:

Classifieds: Fridays at 5pm prior to publication date

Display and Classified-Display:

Thursdays at 5pm prior to publication date

Published every Wednesday

Summary

CIRCULATION

Over 405,000 weekly circulation

Over 1.6 Million weekly readers



ESTABLISHED

Reaching the Los Angeles D.M.A. since 1988.

CLASSIFIED SECTIONS

Real estate, automotive services, general products & services, automotive sales, business opportunities, employment opportunities, home services, professional services, miscellaneous services, rentals, free community events & services and more.

CONTENT

Editorial that is informative and educational to the Latino community: features on parenting, self improvement, health, immigration issues, how to become a U.S. citizen, small business tips, education, introduction to the internet, recipes, home improvement, sports, travel, movies, music, culture, free or low cost classes and community events.

GRASSROOTS EVENTS

We provide the platform for you to interact with your target audience. “Su Socio de Negocios” & “Quinceañera” are expos that we produce throughout the year in Greater Los Angeles and surrounding cities.

CHOICE

44 ZONES TO CHOOSE FROM

LOCATIONS



Distribution

CIRCULATION

El Clasificado is the most accessible free Spanish language publication in the Los Angeles Metropolitan Area with a weekly circulation of over 405,000.

EL CLASIFICADO STREET RACKS

Over 4,500 El Clasificado street racks are located along major avenues and boulevards in Latino communities.

1 East Los Angeles	10,000
2 Montebello, Pico Rivera, Whittier, Santa Fe Springs, La Mirada, La Habra	9,800
3 Bell, Bell Gardens, Cudahy, Maywood, City of Commerce	8,900
4 Huntington Park, Los Angeles, Vernon	11,800
5 South Gate, Los Angeles	9,800
6 Carson, Gardena, Harbor City, Lomita, San Pedro, Wilmington, Torrance	9,800
7 Hollywood, Los Angeles, Los Feliz, Mid Wilshire	9,000
8 North Hollywood, Pacoima, San Fernando, Sun Valley, Sylmar, Burbank, Studio City	12,700
9 Downtown Los Angeles	9,800
10 Highland Park, Eagle Rock, Echo Park, Lincoln Heights, Los Angeles, El Sereno, Glendale, Pasadena, S. Pasadena, Altadena	9,400
11 Anaheim, Fullerton, Stanton, Westminster, Placentia, Garden Grove, Buena Park, Brea, La Palma, Cypress	17,500
12 Chino, Claremont, Montclair, Pomona, Upland	9,400
13 Alhambra, Arcadia, Duarte, El Monte, Monrovia, Monterey Park, Rosemead, San Gabriel, South El Monte, Temple City	9,400
14 Hawthorne, Inglewood, Lawndale, Westchester, Los Angeles	10,000
15 Van Nuys, Northridge, Panorama City, Reseda, Chatsworth, Woodland Hills, Sherman Oaks, Encino	12,200
16 Lynwood, Compton	9,800
17 Downey, Bellflower, Norwalk, Paramount	9,900
18 San Bernardino, Highland, Redlands, Loma Linda, Yucaipa	8,700
19 Corona, Mira Loma, Norco	7,300
20 Perris, Murrieta, Lake Elsinore, Sun City, Temecula, Wildomar	8,800
21 Long Beach, Hawaiian Gardens, Cerritos, Artesia, Lakewood	9,200
22 Los Angeles	9,300
23 Oxnard, Camarillo, Santa Paula, Ventura	9,400
24 Chula Vista, National City, San Ysidro, San Diego	8,500
25 Canyon Country, Lancaster, Newhall, Palmdale, Santa Clarita	6,000
26 Apple Valley, Hesperia, Victorville, Adelanto	6,000
27 Coachella, Indio, Cathedral City, Palm Desert, Palm Springs, Thousand Palms	6,000
28 Bakersfield, Arvin, Lamont, Oildale	10,000
29 West LA, Culver City, Santa Monica, Venice, Marina del Rey	5,000
30 Santa Ana, Costa Mesa, Orange, Tustin, Huntington Beach, Irvine, Fountain Valley	17,300
31 Encinitas, Escondido, Fallbrook, Oceanside, San Marcos, Vista	8,300
32 Ontario, Fontana, Rancho Cucamonga	9,400
33 Azusa, Baldwin Park, Covina, Glendora, Hacienda Heights, La Puente, West Covina	9,300
34 Fresno, Clovis	11,000
35 Tulare, Visalia, Corcoran, Earlimart, Pixley, Tipton, Lindsay, Porterville, Strathmore, Exeter, Farmersville, Hanford	7,000
36 Imperial County	5,000
37 San Diego, Lemon Grove, Spring Valley, La Mesa	7,300
38 San Juan Capistrano, Lake Forest, San Clemente, Mission Viejo	5,000
39 Delano, Wasco, McFarland, Shafter	5,000
42 Colton, Rialto, Bloomington	8,300
43 Riverside	8,900
44 Moreno Valley, San Jacinto, Banning, Beaumont, Hemet	9,400
45 Boyle Heights, City Terrace	9,800
46 Mid City, McArthur Park	10,300



El Clasificado

2020

CENTRAL VALLEY