

EL PASO INC.

BUSINESS JOURNAL

Weekly tabloid-sized newspaper that is the optimum source for business news, arts, culture and events that affect this part of the country.

8,200 copies widely distributed and read by business professionals with positive, upbeat reporting and information.

Three-quarters of our readers earn over \$75,000 per year and have a college degree or higher.

97% of our readers own their own home and 55% are owners or partners in their company.

82% of our readers spend between 30 minutes to three hours reading El Paso Inc. every week.

DEADLINES

AD SPACE RESERVATIONS:

Thursday

Week prior to print date.

ADS DUE:

Wednesday

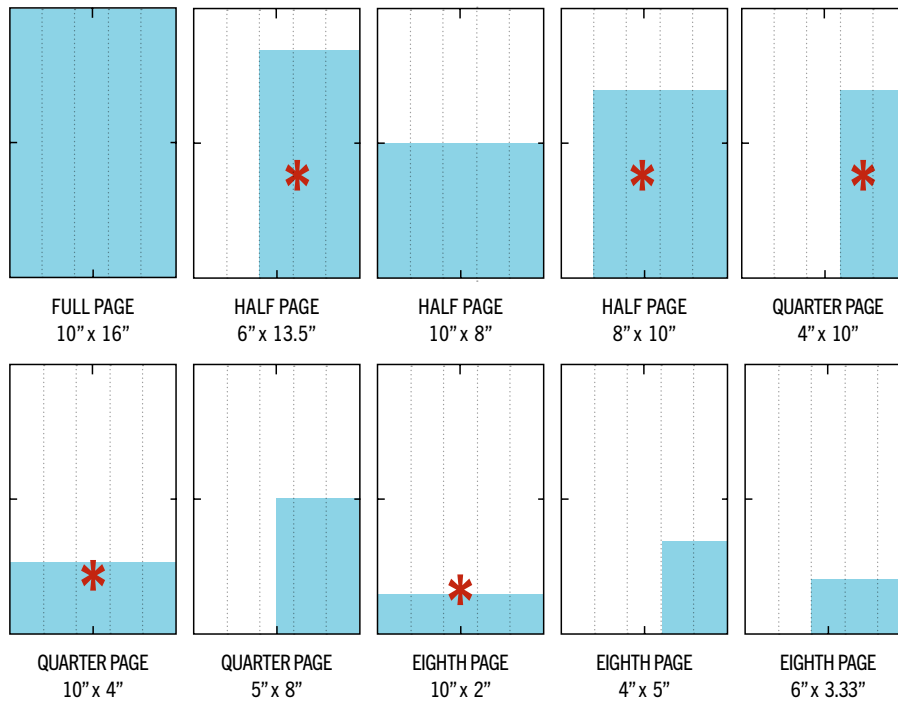
Prior to print date.

Cancellations after final deadline are subject to be billed.

AD SIZE	OPEN RATE		6X		13X		26X		52X	
	B&W	Color	B&W	Color	B&W	Color	B&W	Color	B&W	Color
Full Page	\$1050	1300	953	1203	880	1130	816	1066	740	990
1/2 Page	\$ 630	880	570	820	515	765	478	728	420	670
1/4 Page	\$ 390	640	360	610	340	590	320	570	290	540
1/8 Page	\$ 270	520	245	495	220	470	205	455	195	445

STANDARD SPOT COLORS AVAILABLE

TABLOID AD SIZES



***10% PREMIUM FOR THESE SIZES**