

EL PASO INC. ■

B U S I N E S S J O U R N A L

Weekly tabloid-sized newspaper that is the optimum source for business news, arts, culture and events that affect this part of the country.
7,200 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.

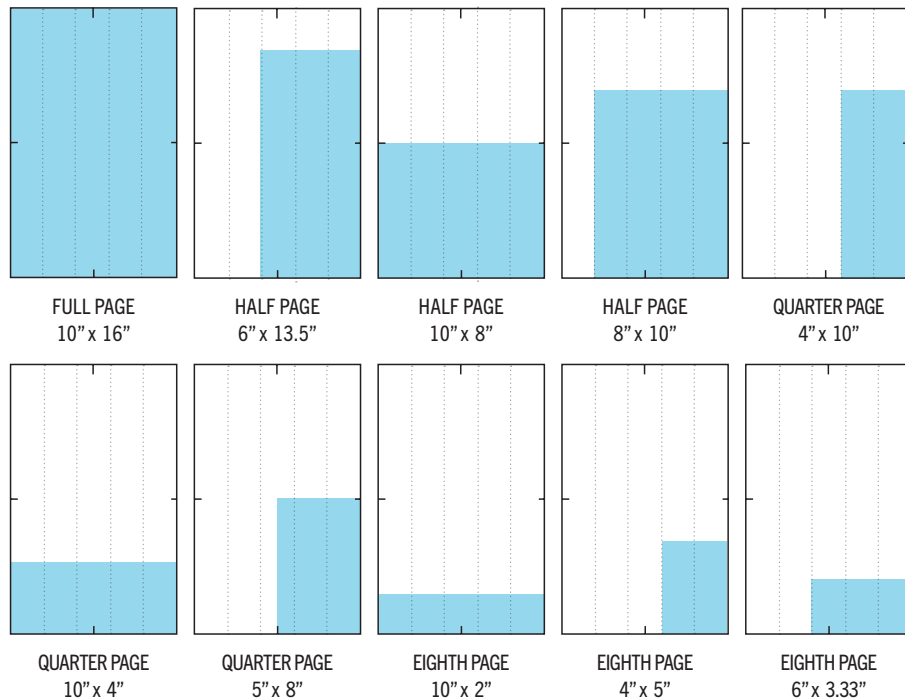
Cancellations after final deadline are subject to be billed.

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	\$1,390.00	\$1,696.00	\$1,265.25	\$1,570.00	\$1,168.00	\$1,472.00	\$1,083.00	\$1,387.00	\$981.00	\$1,284.00
1/2 Page	\$839.00	\$1,140.00	\$752.00	\$1,055.00	\$682.00	\$986.00	\$634.00	\$937.00	\$557.55	\$862.00
1/4 Page	\$521.00	\$822.00	\$480.00	\$782.00	\$450.00	\$754.00	\$425.00	\$728.00	\$390.00	\$693.00
1/8 Page	\$358.00	\$665.00	\$325.00	\$627.00	\$293.00	\$595.00	\$272.00	\$576.00	\$260.00	\$563.00

STANDARD SPOT COLORS AVAILABLE

FREE STANDING INSERTS, \$63.00 PER THOUSAND 1-4 PAGES;
 \$73 PER THOUSAND 5+ PAGES; MINIMUM 1,000 PIECES

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15% INSIDE COVERS
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