

FOURTH ANNUAL CN EL DIARIO LA PRENSA SUPPLEMENT

- For the past two years CN in partnership with El Diario La Prensa has produced an 8-page Puerto Rican Heritage Month color supplement for the community.
- This special Spanish-language supplement has a circulation of 57,550 and readership of over 287,000 daily. CN works with EDLP's editorial department for content which will highlight CN's honorees and programs as well as any topic the exclusive sponsor may want to cover.
- The supplement will be published the first week of November and will also include 2 additional run of book ads that will run twice a week in el diario with the sponsor's logo announcing the CN Artisans Fair and Exhibit.
- The Supplement will be printed in newsprint, 4/color, tabloid style format, and inserted in El Diario La Prensa.
- The actual cost of an exclusive sponsorship with of EDLP on an 8-page color supplement is over \$67,000.00. Each run of book full page/full color ad is worth \$5,557.68.
- The sponsorship of this supplement would be a great opportunity for any company to promote its services and reach over 287,000 readers daily.