



SEMANA DEL 30 DE ENERO AL 5 DE FEBRERO DE 2016

CONÉCTATE  
@ESTRELLADIGITAL

FACEBOOK.COM/LAESTRELLADIGITAL  
TWITTER.COM/LAESTRELLADIGITAL

EDICIÓN DEL  
DOMINGO 15 DE FEBRERO  
CONRADO IZABART

# la estrella



## Atención inédita por campañas electorales

**WASHINGTON**  
Sete de cada 10 votantes siguen estrechamente las campañas electorales de Estados Unidos, un interés marcado por la presidencia de Donald Trump y por la pelea entre Hillary Clinton y Bernie Sanders, según un nuevo sondeo de Gallup.  
Al cabo de seis debates republicanos y cuatro demócratas, los electores muestran una atención sin precedentes al drama de su proceso electoral conforme se acercan las primeras asambleas de voto en Iowa y las primarias en el estado de Nueva Hampshire. "Hasta el momento la carrera presidencial ha sido única, y hemos visto que algunas campañas han tratabado mientras que algunas incipientes han subido", señala la firma de opinión pública.  
Un 13 por ciento de los estadounidenses dijo estar siguiendo "muy estrechamente" las campañas, combinado con un 38 por ciento que las siguen "algo estrechamente", para un total del 69 por ciento.

VEA INÉDITA, 3A

El estudiante de cuarto grado, Alexander Valero (Der.), explica las cartulinas que marcan el progreso estudiantil en la escuela Timberline.

### EDUCACIÓN METROPLEX

## Escuela primaria aplica sistema para crear líderes

Programa El Líder en Mí impulsa el éxito

**POR JAY TORRES**  
Especial La Estrella en Casa

**GRANVILLE**

En la escuela primaria Timberline, en Grapevine, todos los estudiantes son líderes.

Así lo afirman directores, maestros, padres de familia y los

mismos alumnos de esta escuela en la que desde hace cuatro años adoptaron el sistema transformador El Líder en Mí.

Los resultados fueron sorprendentes y a un costo patrocinado por la misma escuela y los padres de familia, dice la directora del plantel June Richlin.

La escuela primaria Timberline pertenece al Grapevine-Colleville ISD.

El 79.6 por ciento de los estudiantes de Timberline se encuentran en desventaja económica lo que hace que esta escuela sea categorizada de Título I. Los alumnos aprenden bajo el programa de lenguaje dual.

Y aunque oficiales de FranklinCovey insisten en que esta innovación no está programada específicamente para mejorar el rendimiento académico de los estudiantes, tiende a dar ese resultado.

"Absolutamente hemos visto los cambios positivos", dice Richlin.

"Esto significa que los estu-

VEA ÉXITO, 3A

## Teatro Dallas realiza su Festival Internacional

**POR JAY TORRES**  
Especial La Estrella en Casa

**DALLAS**

Corá Cardona la cofundadora y directora artística del Teatro Dallas, mantiene su "espíritu aventurero" al seleccionar un grupo de obras de vanguardia que este año componen el 17 Festival Internacional de Tea-

Theater. Las producciones siguen la visión de Cardona, quien desde la creación del teatro en 1985, busca experimentar, reinventarse y empujar los límites de la expresión artística por diversos medios.

Una de las obras está dedicada a los niños, las tres escenas son para audiencias "de mente abierta" y obras de mix de 16



## FC Dallas inicia su preparación

**POR DENNIS BILA**  
Especial La Estrella en Casa

Con la mayoría de los jugadores que forman el plantel del 2016, este sábado 16 de enero el FC Dallas cumplirá su primera semana de entrenamientos de pretemporada.

La próxima semana su preparación con miras al campeonato de Liga se realizará en el complejo Grande Sports World de Casa Grande, Arizona.

Entre los últimos días del mes hubo movimientos en el equipo texano con llegada de nuevos jugadores y salidas de otros. Esos nuevos refuerzos hacen sentir feliz al entrenador Oscar Pareja porque está seguro que, al menos los que vienen con reconocimiento de internacionales, van a traer liderazgo y experiencia que ayudará a crecer al grupo de los mas jóvenes.

A la llegada del defensor/midcampesino colombiano Juan Esteban Ortiz (28), se sumaron la del medicameveta

# LA ESTRELLA ADVERTISING

# Star-Telegram

MEDIA SERVICES



# 2016



# DFW is a leading Hispanic market.

**Dallas-Fort Worth-Arlington is the 5th largest Hispanic market in the nation. La Estrella is the leading home-delivered Hispanic publication on the Fort Worth-Arlington side of the market.**

La Estrella has served the Hispanic community since 1994. La Estrella provides the leading home-delivered weekly mass distribution broadsheet publication to the Hispanic consumer in Tarrant County area.

- Broadsheet format
- 119,000 weekly circulation.
- Highest home delivery (111,977) of Hispanic publications in Tarrant County.
- Extend your reach to the Hispanic and Bilingual communities.
- La Estrella is the only Hispanic publication in Tarrant County delivering to single-family homes **and** apartments.
- 1 ROP Zone
- 3 FSI Zones (See page 6 of this rate card for zone information)

SEMANA DEL 30 DE ENERO AL 5 DE FEBRERO DE 2016

CONTEO: LAESTRELLA.COM

FACEBOOK.COM/LAESTRELLA DFW

LINKEDIN.COM/LAESTRELLA DFW

EDICIÓN DEL SUR: WORTH STAR TELEGRAM

WORTH TEXAS

## la estrella



**Atención inédita por campañas electorales**

WASHINGTON. Siere de cada 10 votantes siguen estrechamente los candidatos electorales en Estados Unidos, un interés marcado por la presencia de Donald Trump y por la pelea entre Hillary y Bernie Sanders, según un nuevo sondeo de Gallup.

Al cabo de seis debates republicanos y cuatro demócratas, los electores muestran una actitud más procedimental al drama de su proceso electoral que en las elecciones de las primeras elecciones de voto en Iowa y las primarias en el estado de Nueva Hampshire.

Hasta el momento la carrera presidencial ha sido lenta, y dentro de ella que algunas encuestas han encontrado incertidumbre que algunas incertidumbres han sido anuladas.

En el momento de las elecciones de opinión pública.

Un 3 por ciento de los estadounidenses dijo estar siguiendo "muy estrechamente" las campañas, combinando un 18 por ciento que las sigue "algo estrechamente", para un total del 21 por ciento.

VEA INICIO, 2A

**FC Dallas inicia su preparación**

POB DENVER, CO. Especial La Estrella en Casa

Con la mayoría de los jugadores que formaron el plantel del 2016, este sábado 30 de enero el FC Dallas comienza su primera semana de entrenamiento de pretemporada.

La próxima semana su preparación con mira al campeonato de Liga se realizará en el complejo Grande Sports World de Casa Grande, Arizona.

Entre otros temas del día uno hubo movimiento del equipo tanto con llegadas de nuevos jugadores y cambios de grupo. Dos nuevos refuerzos hacen entrar en la temporada Oscar Pareja porque está seguro que, al menos lo que viene con el movimiento de intercambio, va a ser libre y su experiencia que ayudará a los jóvenes.

A la llegada del defensor, centrocampista colombiano Juan Sebastián Verón (29), se sumaron la del centrocampista como jugador designado en otro préstamo el colombiano hondureño Maynor Figueroa (23). La otra nueva cara que ya es conocida por todos pero con Pareja porque está seguro que, al menos lo que viene con el movimiento de intercambio, va a ser libre y su experiencia que ayudará a los jóvenes.

A la llegada del defensor, centrocampista colombiano Juan Sebastián Verón (29), se sumaron la del centrocampista como jugador designado en otro préstamo el colombiano hondureño Maynor Figueroa (23). La otra nueva cara que ya es conocida por todos pero con Pareja porque está seguro que, al menos lo que viene con el movimiento de intercambio, va a ser libre y su experiencia que ayudará a los jóvenes.

VEA INICIO, 3A

**Escuela primaria aplica sistema para crear líderes**

Programa El Líder en Mí impulsa el éxito

POB SAN ANTONIO. Especial La Estrella en Casa

GRANVILLE. En la escuela primaria Timberline, en Granville, todos los estudiantes son líderes.

Así lo afirma directora, maestra, padres de familia y los

minimo alumnos de esta escuela en la que desde hace cuatro años adoptaron el sistema transformador El Líder en Mí.

Los resultados fueron sorprendentes y a un costo prácticamente por la misma escuela y los padres de familia, dice la directora del plantel Jose Richlin.

La escuela primaria Timberline pertenece al Grapevine-Colleyville ISD.

El 74 por ciento de los estudiantes de Timberline se encuentran en diversidad económica lo que hace que esta escuela sea categorizada de Title I.

Los alumnos aprenden bajo el programa de lenguaje dual.

"Esto significa que los estudiantes que no hablan inglés aprenden desde las matemáticas en español y en inglés, y los que hablan inglés las aprenden también en ambas idiomas", explica la καθηγουνη Jose Richlin.

El Líder en Mí es un proceso de cambio ideado por la empresa FranklinCovey. Está basado en el libro "El 7 hábitos de la gente altamente efectiva del escritor Stephen Covey.

Uno de los pilares del programa español a cada estudiante a desarrollar sus destrezas como líder, además de tener responsabilidad por sus actos. Es un proceso permanente que transforma la cultura escolar.

Y aunque el objetivo de FranklinCovey incluye en que esta innovación no está programada específicamente para mejorar el rendimiento académico de los estudiantes, tiende a dar ese resultado.

"Absolutamente hemos visto los cambios positivos", dice Richlin.

VEA FINITO, 3A

**Teatro Dallas realiza su Festival Internacional**

POB SAN ANTONIO. Especial La Estrella en Casa

DALLAS. Coza Cardona la cofundadora y directora artística del Teatro Dallas, mantiene su "espíritu aventurero" al seleccionar un grupo de obras de vanguardia que este año comparten el 17 Festival Internacional de Teatro.

Este año el festival está dedicado a artistas mexicanos, contiene cuatro obras a representarse en tres días del 4 al 6 de febrero, en español con subtítulos en inglés y se en colaboración con el Dallas Children's Theater.

Las producciones siguen la huella de Cardona, quien desde la creación del teatro en 1985, busca experimentar, innovar y expandir los límites de la expresión artística por diversos medios.

Una de las obras está dedicada a los niños, las tres restantes son para audiencias "de mayor amplia y edades de más de 16 años", recomienda Cardona.

"La idea es exponer el trabajo de reconocidos artistas mexicanos que ya tienen impacto a nivel internacional", dice Cardona.

Estas piezas tratan temas controversiales: relaciones amorosas, inmigración, personas transsexuales, tópicos que según Cardona impactan a toda la sociedad, pero algunas veces son ignorados.

"Es más importante para nosotros que se vea la sociedad, pero algunas veces

VEA FINITO, 3A

VEA INICIO, 3A

Suplementos publicitarios esta semana

Charter CVS/pharmacy Sears Target Walmart

**GRATIS** Dos smartphones 4G LTE cuando te cambias a Metro. metroPCS

El plan de \$35 al mes incluye un smartphone gratis cuando te cambias a Metro. metroPCS

Para suscribirte a este servicio de entrega a domicilio llama al 800-776-7822

For more information and current distribution information, contact your Account Executive or **817-390-7600**.

La Estrella • 808 Throckmorton St., Fort Worth, TX 76102



# National Rates

All National Rates are net.

**ROP** per column inch

Open	13x	26x
\$51	\$47	\$45

**Pick-Up Rate** \$41 pci (ad is picked up from the Star-Telegram)

**COLOR** minimum 1/4 page ad (31.5 col. inches)

**Spot Color:** ad price +15%

**Process Color:** ad price +30%

**PREPRINTS** per 1000 circulation

3 Zones available

Minimum preprint distribution quantity: 15,000.

#Zones	1-2		3	
	Open	13x	Open	13x
SS	\$50	\$45	\$47	\$40
4-12 tab	\$55	\$49	\$53	\$47
16-24 tab	\$72	\$66	\$70	\$64
28-36 tab	\$97	\$90	\$94	\$88
40+ tab	+\$5 per 4pgs		+\$5 per 4pgs	

# Other National Rates

## Polybags

**Distribution only** \$60 Full Run

**Print & Distribution** Contact your Account Executive

## Print & Deliver

SS, 1/2 sheet - 75#

**8.5"x5.5" 8.5"x11"**

<b>4/0</b>	\$46	\$54
<b>4/4</b>	\$51	\$62

## Front Page Notes

0-8 Colors

**1 Zone** \$70

\* All polybag, print and deliver, and Front Page Note rates are cost per thousand.



# Local Retail Rates

All Local Retail Rates are net.

**ROP** per column inch

# Zones	Open	8x	13x	26x	52x
1	\$27.55	\$25.35	\$22.04	\$20.94	\$19.84

**Pick-Up Rate** \$18.19 (ad is picked up from the Star-Telegram)

**COLOR** minimum 1/4 page ad (31.5 col. inches)

**Spot Color:** ad price +15%

**Process Color:** ad price +30%

**PREPRINTS** per 1000 circulation

3 Zones available

Minimum preprint distribution quantity: 15,000.

#Zones	1-2		3	
	Open	13x	Open	13x
SS	\$45	\$40	\$42	\$36
4-12 tab	\$49	\$44	\$47	\$42
16-24 tab	\$65	\$60	\$63	\$58
28-36 tab	\$88	\$81	\$84	\$79
40+ tab	+\$5 per 4pgs		+\$5 per 4pgs	

# Other Local Rates

## Polybags

**Distribution only** \$60.00 Full Run

**Print & Distribution** Contact your Account Executive

## Print & Deliver

SS, 1/2 sheet - 75#

	8.5"x5.5"	8.5"x11"
4/0	\$46	\$54
4/4	\$51	\$62

## Front Page Notes

**1 Zone** \$63

\* All polybag, print and deliver, and Front Page Note rates are cost per thousand.





# Display Classified Rates

All Classified Rates are net.

**ROP** per column inch

# Zones	Open	8x	13x	26x	52x
1	\$26.75	\$24.61	\$21.40	\$20.33	\$19.26

**COLOR** minimum 1/4 page ad (31.5 col. inches)

**Spot Color:** ad price +15%

**Process Color:** ad price +30%

**PREPRINTS** per 1000 circulation

3 Zones available

Minimum preprint distribution quantity: 15,000.

#Zones	1-2		3	
	Open	13x	Open	13x
Size FSI				
SS	\$44	\$39	\$41	\$35
4-12 tab	\$48	\$43	\$46	\$41
16-24 tab	\$63	\$58	\$61	\$56
28-36 tab	\$85	\$79	\$82	\$77
40+ tab	+\$5 per 4pgs		+\$5 per 4pgs	

# Other Classified Rates

**In-column:** **Private Party** (30 words)  
\$19.99 per ad Additional words \$.25  
**Commercial** (2 line minimum)  
\$5.28 per line

**Employment:** **1x** **2x** **3x** **4x**  
Liner Rates (prices per line) **\$9** **\$8** **\$7** **\$6**

Display Rates (prices per column inch)  
4" - 9.75" **10" - 49.75"** **50" - 215"**  
\$83.33 **\$75.00** **\$66.66**

**Color Rates:** (50 inch minimum)  
1 color + Black **2 colors + Black** **3 colors + Black**  
\$400 **\$650** **\$1000**

**National Rates:**

Available to automobile dealer associations, and comparable industry associations or dealer groups in the Fort Worth/Dallas ADI and North Texas. Also available to employers advertising for positions outside Texas. Commissionable at 15% to recognized advertising agencies or recruitment agencies.

Liner Rates (prices per line)  
1x **2x** **3x** **4x**  
\$9.00 **\$8.00** **\$7.00** **\$6.00**

Display Rates (prices per column inch)  
1x Contract **13x Contract** **26x Contract**  
\$83.33 **\$75.00** **\$66.66**



# La Estrella Zoned Editions & Preprint Distribution

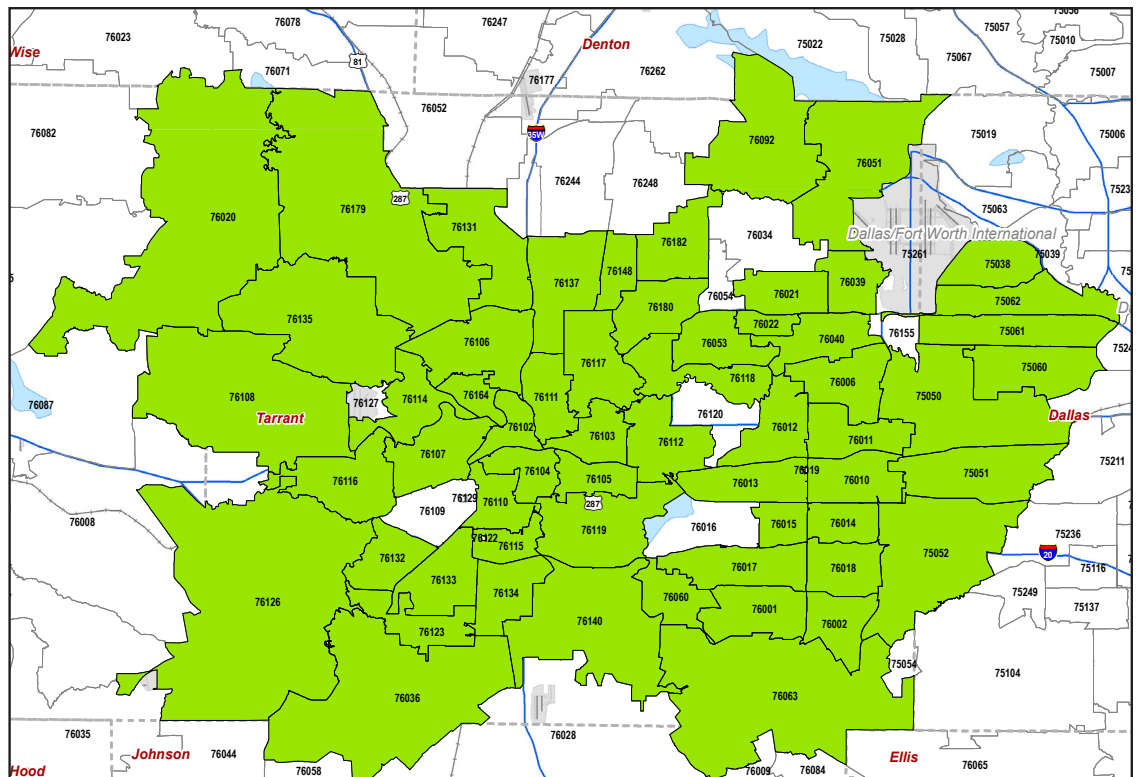
## Fort Worth's #1 Hispanic Reach

La Estrella  
ROP Distribution  
Zone

### Legend

 Distribution Area

Total 119,000



## Fort Worth's #1 Hispanic Reach

La Estrella  
Preprint Distribution  
Zones

### Legend

 Preprint Zone 1

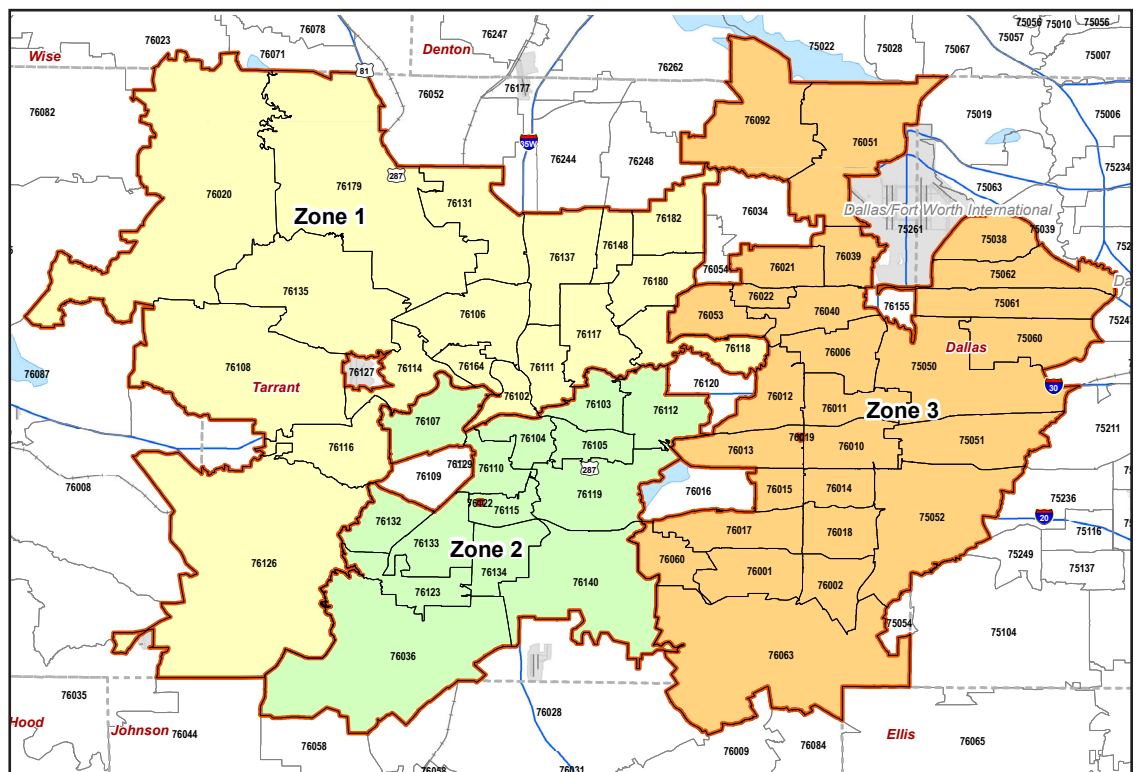
 Preprint Zone 2

 Preprint Zone 3

### Distribution Quantity:

Zone 1 38,058  
Zone 2 34,967  
Zone 3 45,975

Total 119,000





# Additional Rates/Mechanical Requirements

## Additional Rates

### A. SPECIAL SERVICES

Digital PDF	
Black & White	\$25
Process Color	\$100

Additional charges may apply for transfer media.

### B. PHOTOGRAPHY

A complete range of photographic services are available, including products, people, store displays, architectural, fashion, etc. on location or in-studio. Contact your Account Executive for more information.

1. These services are available to advertisers only.
2. Photo charges are to offset our cost of creating photographs for advertisers whose ads appear in our publications.

Photography Rates:	Location	Studio
Single photograph (1 hour)	\$100	\$50
Additional shots at same time	\$25 ea.	\$25 ea.
Photo series (half day - 4 hours)	\$325	\$250
Photo series (full day - 8 hours)	\$575	\$475

All photos taken by our staff are considered Copyright, Star-Telegram. If you desire use of these photos either for personal use or commercial use in other publications other than the Fort Worth Star-Telegram the following rates and policy applies.

Charges according to the following price list will be billed to your account:

Electronic Files (CD Only)	\$250
Prints for Web Use	\$40

Credit must read: (photographer's name), Copyright, Star-Telegram

In order to fill your request for a reprint of published pictures taken by a Star-Telegram advertising photographer, we must have a tearsheet or proof sheet of the picture taken and date of publication.

### C. MULTIMEDIA AD FILES

Clients may purchase the ad files created by the Star-Telegram Multimedia Design Team for use on other websites.

These services are available to advertisers only.

Creative Charge	\$65 per hour
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Minimum of one hour required on all multimedia ads. This charge covers all copyrights for ads created by Star-Telegram Multi-Media Design.

## Mechanical Requirements

### A. PRINTING REQUIREMENTS

Creative and production services for ad materials are available through the Advertising Graphic Services department, or through the website: [star-telegram.com/mediakit](http://star-telegram.com/mediakit)

Printing Process: Offset, 85-line screen  
All halftones should be created with a round or square screen for best reproduction.

### B. BROADSHEET (MODULAR)

All dimensions are same as printed size - 100% paste-up sizes.

	Inches
Thirty-Second/2col	3.22"x2"
Sixteenth/2col	3.22"x4"
Eighth Vertical/2col	3.22"x8"
Eighth Horizontal/3col	4.9"x5.25"
Quarter/3col	4.9"x10.5"
Half Vertical/3col	4.9"x21"
Half Horizontal/6col	9.94"x10.5"
Full Page/6col	9.94"x21"
Double Truck/12col	20.875"x21"
Strip Ad/6col (Front Page)	9.94"x2"
3 Column Spadea (Front Page)	4.9"x18.375"

Advertisements in excess of 18 inches deep in any column width will be billed the full depth of 21 inches.

### C. SPADEA

Page 1 (outside front)	4.91" wide by 18.375" high
Note: masthead runs across top 2.5" of spadea front and thus the shortened image height.	
Page 2 (inside front)	4.91" wide by 20.85" high
Page 3 (inside back)	9.94" wide by 20.85" high
Page 4 (outside back)	9.94" wide by 20.85" high

Front and back pages are process color. Inside pages are black and white. Materials should be in a four page format; do not combine pages 2 and 3 into one ad unit.

# Digital Ad Requirements effective 10/25/11

## DEADLINE

The deadline for submitting digital files to the Star-Telegram is the Digital Copy deadline as indicated in the Star-Telegram Rate Book.

**The Star-Telegram assumes NO responsibility for files submitted late, incomplete, or incorrectly.**

## TECHNICAL SPECS

For newsprint or our 50/80 paper stock:

- 85 linescreen
- Pages output to 1016 dpi imagesetter
- Recommended values for toning are: Highlights, 0%-3%; Shadows, 80%; Midtones, 30%
- Maximum recommended ink density percentages: Cyan, 68; Magenta, 60; Yellow, 60; Black, 85.
- 30% press dot gain @ 50% dot

For other paper stocks, please contact your Star-Telegram Account Executive or Ad Design Team.

## DESIGN REQUIREMENTS

- **DO NOT** use black defined to contain other inks (rich black).
- One ad per file.
- Ads should be built to the correct publication size.
- Extraneous information, boxes, etc., should be removed from the document and pasteboard.
- Color images must be CMYK tiffs or eps's with binary compression.
- Rescreened halftones must be used @ 100% to avoid moire.
- Use other artwork @ +/- 20%. Artwork not meeting this requirement should be resized in its native application or rescanned.
- For newsprint, resolution is 170-200 pixels/inch. For coated stocks, resolution is 300 pixels/inch.
- Colors should be defined as process (not spot).
- Use specific typefaces; do not adjust fonts in style menu.
- 10 point minimum size for reverse type. Avoid reversing condensed and italic fonts.
- 1 point minimum border size. Avoid "hairline" borders.

## FILE DELIVERY

- <http://ads.mcclatchy.com/fw.php>
- **AdSend** (Site ID TXFOR)
- **Other internet-based ad delivery services:**  
Fastchannel - [fastchannel.com](http://fastchannel.com)  
AdTransit - [adtransit.com](http://adtransit.com)  
Both offer easy registration, low-cost ad transmission, reliable delivery, and other benefits. Instructions are available at the web sites.
- **CD**  
Include hard copy proof of ad and printout of media contents - extra/unneeded ads, art, fonts, etc. should be removed.  
Media should be labeled with Advertiser Name, Insertion Date, and Star-Telegram Account Executive's name.

## FILE FORMATS

### Adobe Acrobat PDF Preferred -

(Acrobat 5.0/pdf 1.4 level compatibility)  
Ensure pdf is not password-protected and other security permissions are not enabled. Some pre-loaded Distiller job options may not create a suitable pdf. For more info contact (817) 390-7076.  
Type I fonts recommended, and all fonts **MUST BE EMBEDDED.**

### Other File Types:

#### Macintosh Format Only:

- **QuarkXPress up to 7.x**
- **InDesign up to CS5\***
- **Illustrator CS4\* eps**  
(outline fonts)
- **Photoshop CS4\* eps**  
(recommended for art only)
- **EPS files created from other programs require approval from Digital Services.**

**\*NOTE: for all Adobe Applications the option to set "Implement Overprinting" must be selected. If it is not selected the Star-Telegram assumes NO responsibility if the ad publishes incorrectly.**

## NAMING CONVENTIONS

Use the advertiser name (or abbreviation), the insertion date, and the file extension for document names. (Example: an ad for AllStar Pizza for May 1st: allstar0501.pdf)

When sending a file other than a pdf include:

- An "art" folder containing all images used
- A "font" folder containing all printer and screen fonts used.
- **No sublevel folders.**

## CONTACTS

If you have specific questions or need to send a test file contact your Star-Telegram Account Executive or contact Ad Production at **(817) 390-7076.**



# Policy - General Provisions

## A. RATE INCREASES

The *Star-Telegram* reserves the right to revise advertising rates at any time. All contracts are accepted subject to this revision. Contracts must be completed within one (1) year from date of signing. Representatives of the *Star-Telegram* are not authorized to make any deviations from these published rates and regulations, orally or in writing.

## B. ADVERTISING GUIDELINES

The *Star-Telegram* reserves the right to reject or revise any copy for any reason deemed material by the Publisher. In all cases, the advertiser assumes liability for the content of all advertising copy printed and agrees to hold the *Star-Telegram* blameless from all claims arising therefrom.

In the event the advertiser has prepaid for advertising which is later rejected or cancelled by the *Star-Telegram*, the sole liability for such action by the *Star-Telegram* shall be a refund of the unused portion of the prepayment for such cancelled advertising. Advertiser shall not be entitled to any refund or credit for prepaid advertising which is cancelled by the advertiser after the first day of publication of the advertisement.

The *Star-Telegram* reserves the right to review any advertising set to resemble news matter. Any advertising submitted in this style must, at a minimum, follow this criteria for consideration for publication:

- Continuous border around entire ad that includes "advertorial" style copy. **PAID ADVERTISEMENT** in all capital letters prominently featured at the top of the ad in at least 8 point bold type. These words must appear once for every two-column widths of the ad.
- Fonts in Guardian Sans, Quosco, or Zocalo typefaces may not be used.
- Ad may not use a news style byline or dateline.

Free standing inserts which resemble editorial content, published by the *Star-Telegram*, are subject to review. The *Star-Telegram* reserves the right to accept or reject the insert. Advance copies should be received three weeks prior to insertion date for review.

Any material submitted for publication that contains multiple advertisers that are not under the same ownership should be received three weeks prior to distribution for approval. The *Star-Telegram* reserves the right to refuse any material that, in its opinion, contains advertising space that was sold by a third party or at a brokered rate.

All advertising of a drug or medical nature must adhere to the drug and medical standards of the Publisher and must be received in sufficient time before publication for consideration by the Publisher.

Advertisers warrant to the *Star-Telegram* that publication of any advertisement, including any photograph contained therein, shall not infringe upon any copyright held by another person.

## C. ERROR RESPONSIBILITY

The *Star-Telegram* cannot assume responsibility for errors in advertisements, unless Advertising Graphic Services fails to correct errors clearly marked by the advertiser on proofs returned to the newspaper within deadline requirements, and then the *Star-Telegram*'s liability for an error shall be limited to the portion of the advertisement affected by the error, and in no event shall such liability exceed the advertisement in which the error occurs.

Notice of errors must be given in time for correction before additional insertions are made.

All errors in advertisements (claims for error adjustment) must be reported to the *Star-Telegram* within 30 days of publication. The *Star-Telegram* reserves the right to adjust only those errors reported within this specific period.

No allowance will be made for errors that do not materially affect the value of the advertisement.

On multiple insertion ads, credit for errors will be allowed on the first insertion only.

In the event of non-publication of copy furnished, no liability shall exist on the part of the *Star-Telegram*, except that no charge shall be made therefore.

Billing discrepancies must be resolved within the calendar year the error occurred.

## D. COLOR AND INSERT CAPACITY

At certain times of the year, the company may reach its capacity to handle color advertising and preprinted inserts. The earlier reservations are submitted for these two areas, the less likely problems will occur. In the event that capacity is reached, advertiser requests for color and preprinted inserts will be filled on a priority basis.

## E. PRINTING MATERIALS

The *Star-Telegram* cannot be responsible for printing material left with publisher for more than 30 days after publication unless instructions to return at advertiser's expense are furnished with the order.

## F. BILLED SPACE REQUIREMENTS

Advertisements in excess of 18 inches deep in any column width will be billed the full depth of 21 inches. Tabloid ads over 9 1/2" deep will be billed at 11 inches.

## G. ADVERTISER RESPONSIBILITY

Advertiser and/or advertising agencies will assume liability for all content, including text and illustrations, and also assume responsibility for any claims arising therefrom made against the publisher.

## H. KEY NUMBERS AND COUPON EXPIRATIONS

The Publisher is not responsible for key numbers or coupon expiration dates to be set in ad copy unless written instructions are received from advertiser prior to deadline.

## I. ACCEPTANCE

Forwarding of an order is construed as acceptance of all rates and conditions under which advertising space is sold by the Publisher.

## J. AD POSITION

The *Star-Telegram* will attempt to honor all position requests but, we cannot guarantee that your ad will be on a particular page or in a specific section except as defined below. An advertisement of 27" or larger can be guaranteed placement within a specific section for an additional \$7.50 per column inch. Guaranteed full run positions must be approved 5 days in advance by the Retail Advertising Director.

## K. DOUBLE TRUCK REQUIREMENTS

Double truck ads are 12 1/2 columns wide and billed at 262.5 total inches. (Gutter is charged as 1/2 column.)

## L. TERMS OF PAYMENT

Unless credit approval has been granted all advertising is pre-pay required. If credit terms generated by an approved credit application exist, invoices are "net 21" from billing and considered delinquent at 30 days from billing. Delinquent accounts are subject to suspension of credit privileges without notice: suspension or cancellation of advertising, products and/or services; or termination of this contract. Advertiser agrees to indemnify Publisher for all expenses incurred in connection with all collection amounts payable under this contract including collection fees, attorney's fees and court costs.

## M. CONTRACTUAL DISAGREEMENTS

Advertiser and Publisher agree that any contractual disagreements shall be governed by the laws of the state of Texas and any litigation arising out of the agreement shall be pursued in the venue of Tarrant County, Texas.

## N. HOLIDAY RATES

On the following days inserts and ROP ads will be billed at Sunday rates: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas.

## O. PREPRINT BUNDLING DAYS

On certain days, typically major holidays, the *Star-Telegram* requires bundling of various products for preprint advertisements.

- Thanksgiving Day preprint advertisers must run full-run *Star-Telegram*, La Estrella (Special Edition delivered Thanksgiving Day) and Sunday Select (Special Edition delivered Thanksgiving Day).
- All advertisers running preprints in the *Star-Telegram* on any Sunday between Thanksgiving Day and Christmas Day will be required to run a mirrored buy of Paid Distribution in Sunday Select.
- Christmas Day preprint advertisers must run full-run *Star-Telegram* and Sunday Select.

## P. SPECIAL REQUESTS

Special requests can be billed additional premium, up to 25% of ad cost.

## Q. EARLY SUNDAY EDITION DISPLAY ADS

Sunday display advertising does not appear in the Early Sunday editions delivered on Saturday.

# Delivery and Readership Survey



- 96% of households receiving **La Estrella** report reading it regularly or occasionally.
- On average, two or more household members read each issue of **La Estrella**.
- Eight of ten receiving households hold on to **La Estrella** until the next issue arrives.
- More than eight of ten report frequently or occasionally purchasing products or services advertised in **La Estrella**.
- 93% of receiving households report always or occasionally reading the classified advertising section in **La Estrella**.

Source: Certified Audit of Circulations, Inc., DFW Study for Delivery and Readership Verification of La Estrella (January 2011, 379 respondents and January 2012, 370 respondents).

## Ad Deadlines

<b>SATURDAY</b>	<b>Ad Copy Proof</b>	<b>Proof Due OUT</b>	<b>Proof Due BACK</b>	<b>No Proof/ SPACE</b>	<b>Digital Ads</b>
Full-Run (no translations)	Fri. 5pm week prior	Tue. 8am	Tue. 5pm	Mon. 5pm	Tue. 5pm
Full-Run (ALL TRANSLATIONS)	Wed. 5pm week prior	Fri. 8am week prior	Fri. 5pm week prior		Thu. 5pm week prior

## PREPRINTS

Preprints are machine slipped and should be received at **3900 Plano Parkway, Receiving Doors 11 and 12, Plano, TX 75075, Phone Number 214-977-5354**, 12 days prior to distribution date. Receiving hours: Monday - Friday 7:30am - 5:00 pm, closed Saturdays, Sundays and major holidays. Sections, and/or boxes, must be on skids. Add 3% for spoils.

Preprint Orders must be reserved by the Monday twelve (12) days prior to issue date. Minimum quantity: 15,000.