

# alcance

March 25, 2009

Dear Alcance's program Partners:

Responding to requests from our customers and continuing our ongoing process of improving the benefits offered by the Alcance's program, as an excellent tool for value added, we will be adding new options to redeem their points, among other changes. Clients can redeem their accumulated points in our web site **elnuevodia.com**, effective May 1, 2009.

For your information, the attached document details all changes.

To redeem points, visit our [www.programaalcance.com](http://www.programaalcance.com).

Any questions, contact me at (787) 641-8000 Ext. 2310 or via email [mriveram@elnuevodia.com](mailto:mriveram@elnuevodia.com)

Greetings,

Marisol Rivera  
Alcance's Program Coordinator

*Copy: C. Nido / C. Moreno*

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## Changes to ALCANCE's Program, effective on May 1st, 2009

### 1. Changes in points requires to redeem:

#### a. **El Nuevo Día:**

- i. One page **3,000 if it's Full Color / 3,500 if it's B&W**
- ii. Half Page horizontal or vertical: **1,500 if it's Full Color/ 1,900 if it's B&W**
- iii. Quarter page: **750 if it's Full Color / 950 if it's B&W**
- iv. **MAGACÍN/ SUPLEMENTOS/MI PEQUEÑO DIA**
  1. One page : **3,000 points + FC cost**
  2. Half Page horizontal or vertical: **1,800 points + FC cost**

#### b. **Primera Hora** (It's a requirement to place ad with color. Clients paid only color cost)

- i. One page: **1,900 puntos**
- ii. Half Page horizontal or vertical: **1,000 puntos**

#### c. **El Norte u Horizonte:** (Ads requires full color. Color cost @ \$500.00. Clients only pay color cost)

- i. One page: **900 puntos**
- ii. Half Page horizontal or vertical: **450 puntos**

### 2. **CHANGES ACCUMULATING POINTS ON " ADVANCED GRAPHIC PRINTING" AND "EL DIA DIRECTO":**

#### a. **For every \$100 = 1 point**

### 3. **¡NEW!- Redemptions on INTERNET (elnuevodia.com)**

Now clients can reedem their points on our website, elnuevodia.com channels such as: "deportes, Flash, Por Dentro, Última Hora, Edición Impresa, Blogs, Revista, Suplementos, Clasificados". Certain restrictions apply:

- Points can not be redeemed for hours of programming and or graphic design.
- Advertiser must deliver art ready to publish and implement the technical specifications of weight, sizes and clicks tags (Please refer to: <http://promos.elnuevodia.com/mediakit>) Art must be received at least 48 hours the publication date.
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- As per client's request, we can provide statistical report of impressions and clicks.
- Subject to availability and all Alcance's rules.

What can be redeeming on internet with your points?

Product	Location	Points		Contract Lenght
		Home Page	Channels	
Half Banner 234 x 60	Below the fold	1,000	N/A	30 days
Large Rectangle 300 x 250	Below the fold/ 2nd position	2,500	2,000	30 days
Leader Board banner 728 x 90	Below the fold/ 2nd and 3rdposition	3,000	N/A	30 days
Skycrapper 120 x 400	Below the fold/ 2nd position	2,000	N/A	30 days
Banner 468 x 60	Below the fold	2,500	1,500	30 days
E-Drops	Complete database (no segmentación)	2,500		c/u