

PRENSA LIBRE

UN PERIODISMO INDEPENDIENTE HONRADO Y DIGNO

PRENSA LIBRE, S. A.
Dirección Cablegráfica: PRESLI
13 Calle 9-31, Zona 1. Teléfonos: 80261 al 65 - 511830-38
GUATEMALA, C. A.

February 12, 1993.

Mr. Howard Finberg
ASSISTANT MANAGING EDITOR
The Arizona Republic
120 E. Van Buren St., Phoenix
AZ 85004

Design philosophy of PRENSA LIBRE

The parameter for the design of our first page on February 10, obeys to the necessity of clarity, hierarchy, order and cleanliness for the most important newspaper in the country (Guatemala), in addition to the respect in the design of all pages. This is due to the confidence and credibility our readers lay on the 41 years of informative work of PRENSA LIBRE in Guatemala.

Other principle we apply in our overall page design is the easyness of reading, due to the cultural factor in our audience or target group, this is the best service we can bring to ours readers.

All those principles are contained in the PRENSA LIBRE STYLE MANUAL.

Innovative Sections:

Major innovations are applied to others non daily sections in the newspaper, such is the case in the new page architecture used in REVISTA DOMINGO, a dominical issue contained in the newspaper weekly.

Other publications included in the newspaper, weekly, are the kids magazine CHICOS and CUENTOS INFANTILES (one example of each is included for your evaluation).

Every two weeks we include the edition of AMIGA, a magazine for women, of which is included one example, as too the senior section GRANDES TEMAS NACIONALES, as service for our suscriptors. Also available is the T.V. guide magazine ESPACIO LIBRE (is included one example issue of each one).

In other cases we published special issues, as the SUPLEMENTO ECOLOGICO (every two months).

Our contribution to the education for the people