



• **La Prensa** is bilingual (English & Spanish), weekly newspaper, publishing since 1989. **La Prensa** has a Web site at: www.laprensa1.com

• **La Prensa Hardcopy Weekly:** serves over **40,000 weekly readers in its hardcopy** as of December of 2008, primarily in Ohio and Michigan.

• **Online, over 11,000 weekly digital visitors** read **La Prensa** at www.laprensa1.com, averaging **14 hits** per visit.

MONTHLY: La Prensa has a special Mid-monthly supplement, which reaches an additional **35,000 readers** (as part of **Lazo Cultural**). This monthly is distributed primarily in Western Michigan.

• **CELEBRATING 20 YEARS: La Prensa** is established, publishing its first edition in 1989.

• **COLORFUL: La Prensa** is creative, probative, and concise. ITS MOTTO IS: **“TINTA CON SABOR!”**

• With the rapidly growing Latino population in the United States, **La Prensa** is the vehicle for your company or organization to reach this dynamic market. The 2003 U.S. Census revealed that Hispanics are the largest minority in the United States. **La Prensa** serves/targets this rapidly expanding niche market.

• **GRATIS: La Prensa** is free to the consumer so that it is readily available to serve this growing community.

• **SPECIAL FEATURES: La Prensa** has an extensive **Classified** section [**at \$15/col inch**], desired by the thousands that read **La Prensa** weekly, both in hardcopy and online. Directory ads are also available.

• **La Prensa** posts its weekly editions at its Web site at www.laprensa1.com along with other items of interest. Purchase a Banner on its Web site for **\$50 per month (\$100/month with link to your Web site)**.

• **La Prensa** provides **translation** (Spanish/English) services at the rate of \$45 per hour.

• **Deadlines:** Space must be reserved the Friday before weekly publication with payment arrangements and receipt of the ad (in pdf format preferred, 300 dpi) by the Monday before. **Email ads to laprensa1@yahoo.com and latinoprensa@yahoo.com. **La Prensa** is distributed Wednesday-Thursday, but dated Friday for “newsstand freshness.”**

• **La Prensa** has **Radio** time it sells at **WNZN 89.1FM** in Lorain, at **\$40 for 60 sec.**

• **Rates (NET, per insertion) for the weekly are set forth below, with no price increases for 2009:**

| <i><u>Black & White rates for Weekly</u></i> | <i><u>1x/yr</u></i> | <i><u>4x/yr</u></i> | <i><u>6x/yr</u></i> | <i><u>12x/year</u></i> |
|--|---------------------|---------------------|---------------------|------------------------|
| Full page [6 col or 10.25” x 15.25”] | \$1,550 | \$1,395 | \$1,240 | \$1,007/insertion |
| ½-page [10.25” x 7.5”, horizontal] | \$775 | \$697 | \$620 | \$503/insertion |
| ¼-page [5” x 7.5”, vertical] | \$385 | \$346 | \$308 | \$250/insertion |
| 1/8-page [5” x 4”] | \$195 | \$173 | \$154 | \$125/insertion |
| Business Card [3.25 by 2 inches] | \$65 | \$58 | \$52 | \$ 42/insertion |

For Guaranteed 4-Color add 20%. One color spot=\$80.

La Prensa Sales: 419-870-6565 (Northwest/Central Ohio), 313-729-4435 (Michigan), 440-213-7329 (Northeast Ohio), or 614-571-2051 (Columbus). Or email us at latinoprensa@yahoo.com.

La Prensa



Advertising Mechanics and Rates

| | | |
|---|--|--|
| <p>Business Card 3.25" x 2" tall \$65NET (\$75 GROSS)</p> | <p>1/4 Page 5 inches x 7.5 inches tall \$385NET (\$445GROSS)</p> | <p><u>Rates/Conditions for B&W Weekly</u></p> <ul style="list-style-type: none"> • These prices do not include production. All ads must be received camera-ready and sized accordingly. • All ads that are emailed should be emailed in pdf or jpeg format at email address: laprensa1@yahoo.com. • Any item requiring creation, manipulation, scanning, or changes are subject to a minimum fee of \$45.00 per hour in addition to the cost of the ad. • All political ads must be labeled as such and prepaid. • <u>Column dimensions:</u> 1 col= 1.5" 2 col= 3.25" 3 col= 5" 4 col= 6.75" 5 col= 8.5" 6 col= 10.25" • <u>Weekly deadline for camera-ready ads is Monday, prior to publication</u> |
| <p>1/8 Page 5 inches x 4 inches tall \$195NET (\$225GROSS)</p> | <p>1/2 Page 10.25 inches x 7.5 inches tall \$775NET (\$900GROSS) Full Page 10.25 inches x 15.25 inches tall \$1,550NET (\$1,800GROSS)</p> | |



Special Issues for 2009

www.laprensa1.com

| | |
|----------------|---|
| JAN 9, 2009 | BRIDAL |
| FEB 13, 2009 | TAX/BUSINESS |
| MARCH 13, 2009 | QUINCEAÑERA/BRIDAL |
| MARCH 27, 2009 | CESAR CHAVEZ/MUJERES |
| APRIL 17, 2009 | HEALTH [April is minority health month] |
| MAY 1, 2009 | CINCO de MAYO |
| JUNE 12, 2009 | LATINO/HISPANIC FESTIVALS |
| JULY 24, 2009 | Latino Scholarship Day Puerto Rican Constitution Day |
| AUGUST 7, 2009 | EDUCATION/BACK TO SCHOOL |
| SEPT. 11, 2009 | HISPANIC HERITAGE MONTH, 5 ISSUES [9-15 TO 10-15] |
| OCT. 2, 2009 | HEALTH AND SENIOR CITIZENS/ RESTAURANT ISSUE |
| OCT. 30, 2009 | DIA DE LOS MUERTOS/POLITICS/ELECTION |
| NOV. 20, 2009 | THANKSGIVING/BUSINESS |
| DEC. 11, 2009 | GUADALUPE/SEASONS GREETINGS |



Web Statistics for 2nd Half of 2008

www.laprensa1.com

| <u>Month</u> | <u>Number of daily visits</u> | <u>Total Visits</u> | <u>Total Hits</u> |
|--------------|-------------------------------|---------------------|-------------------|
| | 2008 | | |
| July 08 | 1,149.51 visits/day | 35,635/mo | 717,230 |
| August 08 | 967.70 visits/day | 29,999/mo | 588,960 |
| September | 1,121.53 visits/day | 33,646/mo | 700,034 |
| October | 1,707.93 visits/day | 52,946/mo | 861,946 |
| November | 1,445.13 visits/day | 43,354/mo | 746,007 |
| December | 1,924.16 visits/day | 59,649/mo | 893,723 |