

La Prensa



LA PRENSA WEEKLY NEWSPAPER

Publication Code: PROHM
Rating: 5 Star
Year Founded: 1989
Target: Hispanic/Latino/
Multicultural
Language: English/Spanish
Minority Controlled: Yes—Non-profit Corp.
Media Associations: AP

Distribution Areas: Ohio, Michigan
(Parts thereof)
Audited: Not Requested

1% Paid subscription
0%— Paid newstand
95% *Free Publication*
2% Home Delivery
2% Direct mail/Free

Hardcopy Circulation: Weekly
Day Distributed: Wednesday/Thursday
Hardcopy Circulation: 13,000 w/ 92% pickup

WebSite Activity: Online over 1,200 visits/day
www.laprensa1.com daily Visitors averaging
14 hits per visit.

SPECS/DEADLINES

Space: Friday before Tuesday printing
Material: 1 day prior 11 a.m.
Format: Tabloid
Overall page size: (6C) 10.25" x 15.25"
Average # pages per copy: 20

Black & White rates for weekly:

Full page \$1550.00
1/2 (10.25" x 7.5") \$775.00
1/4 (5" x 7.5") \$385.00
1/8 (5" x 4") \$195.00
Business card: \$65.00
Classified: \$15.00 (col inch)
Web site: \$50.00 (per month)
Web link: \$100.00 (per month)

For Guaranteed 4-Color add 20%

(Discount pricing available for long term accounts); hardcopies are distributed in cities of: Toledo, Lorain, Cleveland, Columbus, Detroit, Adrian, Ann Arbor, & Grand Rapids. Pricing may vary depending on distribution or size modifications.

MAGAZINE

Circulation: Quarterly
Circulation: 10,400 (100%
PICKUP)

LA PRENSA PUBLICATIONS, INC. d.b.a. LA PRENSA
Mailing Address: La Prensa, PO Box 792, Saline MI 48176
www.laprensa1.com or phone: 419-870-6565

• Effective date: January 1, 2014



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LA PRENSA High Gloss Quarterly Magazine

—*La Revista*—*Issued Spring, Summer, Fall, & Winter*

—*www.laprensa1.com, www.larevista1.com*

MAGAZINE RATES—All Color:

SIZE/FREQUENCY per	1x	2x	4x
Full Page (4.62" x 7.3")	\$1,000	\$900 per	\$750 per insertion
Half Page (4.62" x 3.62")	\$600	\$540 per	\$450 per insertion
Quarter Page (2.25" x 3.62")	\$300	\$270 per	\$225 per insertion
Eighth Page (2.25" x 1.75")	\$150	\$135 per	\$115 insertion

Guaranteed Page Position:

Back Cover	Add \$200
Inside Front Cover/Inside Back Cover	Add \$150
Center Left or Right	Add \$100

- **40 percent down** reserves space and balance due upon publication unless prepayment terms waived by *La Prensa*.
- **10,000 issues** printed and distributed at advertisers and popular Hispanic locations. Ad is part of a glossy, 4-color magazine with shelf-life of 3 months.
- **Deadlines** are March 1, 2014 for Spring Issue [*Quinceañera focused*], June 1, 2014 [*Festival focused*] for Summer issue, September 1, 2014 for Fall issue [*Hispanic Heritage Month focused*], and December 1, 2014 for Winter issue [*Holiday focused*]; [*distributed March 21, 2014, June 21, 2014, and so forth*]

TECHNICAL SPECIFICATIONS:

- Submit digital ads (300 dpi or higher) in pdf, tiff, or jpeg format.
- Email ads to rico@laprensa1.com by Deadline date.
- Ad Design by La Prensa available upon request, at modest cost. Translations available at modest cost.
- Prices vary depending on size, frequency, and negotiation.
- **Call Nanette (614-571-2051 or 419-944-6430), Rubén (440-320-8221), Adrienne (216-688-9045 or 419-870-2797), or Mary (313-729-4435) for details.**

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Special Issues for La Prensa in 2014

MARCH 14, 2014	QUINCEAÑERA/BRIDAL
APRIL 4, 2014	HEALTH (<i>April is Minority Health Month</i>) SENIORS
MAY 2, 2014	CINCO DE MAYO/RESTAURANTS
JUNE 6, 2014	LATINO/HISPANIC FESTIVALS SUMMER EVENTS
AUG. 1, 2014	EDUCATION/BACK TO SCHOOL
SEPT. 12, 2014	HISPANIC HERITAGE MONTH

Special Events cohosted by La Prensa in 2014 with Sponsorship Possibilities

JUNE 7, 2014	MidWest LatinoFest
JULY 27, 2014	Latino Day with the Toledo Mud Hens
SEPT. 19, 2014	La Prensa Recognition/Community Awards Celebrating 26 years of Publishing

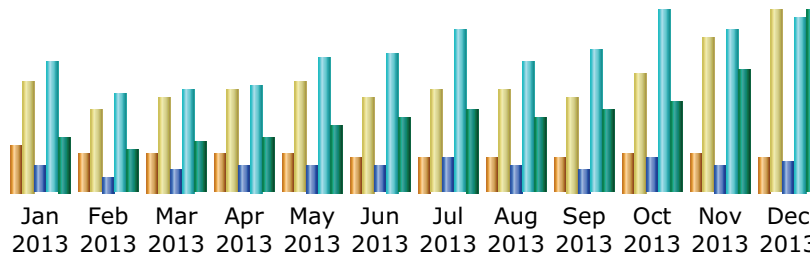
• Buy 3 or more Special Issues and receive 1 non-special issue as a BONUS*
Ads in both magazine and newspaper will be discounted 40% for magazine.

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Web Activity for 2013 @ www.laprensa1.com



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2013	16736	38450	116626	593968	45.71 GB
Feb 2013	12685	28482	72125	447022	34.45 GB
Mar 2013	13461	33378	102354	470222	40.17 GB
Apr 2013	13099	34985	112243	489214	44.42 GB
May 2013	12875	38326	126423	621388	55.72 GB
Jun 2013	12108	33100	115996	640393	59.61 GB
Jul 2013	12495	34996	151453	737724	67.83 GB
Aug 2013	11715	35423	122147	589740	59.54 GB
Sep 2013	11632	33030	108545	648190	66.88 GB
Oct 2013	13329	41536	148339	826523	72.94 GB
Nov 2013	12713	53506	119398	750846	101.42 GB
Dec 2013	12392	62818	145055	807641	148.65 GB
Total	155240	468030	1440704	7622871	797.33 GB

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