

La Prensa



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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: 10-13K w/ 92% pickup

WebSite Activity: In 2018 over
1,490 visits/day average @
www.laprensa1.com

SPECS/DEADLINES

Space: Friday before Tuesday printing
Material: 1 day prior, by 11 a.m.
Format: Tabloid
Overall page size: (6C) 10.25" x 15.25"
Average # pages per copy: 16-20

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; Detroit, Adrian, Ann Arbor, & Grand Rapids MI.

Pricing may vary depending on distribution or size modifications.

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