

LA PRENSA LATINA

20th
YEARS
AÑOS
ANNIVERSARY
1996 - 2016

AP

EFE

CNN

ACTION NEWS
WMCN-TV MEMPHIS



2016 Media Kit

995 SOUTH YATES, STE.3, MEMPHIS TN 38119 • 901-751-2100
WWW.LAPRENSALATINA.COM

Welcome! ¡Bienvenidos!

19 Years Old And Growing! ¡19 años de crecimiento continuo!

La Prensa Latina has served the Latino and American community for nineteen consecutive years. Our weekly newspaper has expanded into the digital world by making available hourly newspaper updates at laprensalatina.com

Our national, regional, local news and sports coverage serves and helps keep the Latin community informed.

La Prensa's Bilingual Business Directory is the midsouth's exclusive online source to help the Latin community search for the opportunity in doing business with both the Latin and American business sector.

La Prensa's community involvement helps the Latino community stay in touch.

Memphis - Jackson, TN- Olive Branch, MS:
Over 385,000 Latinos

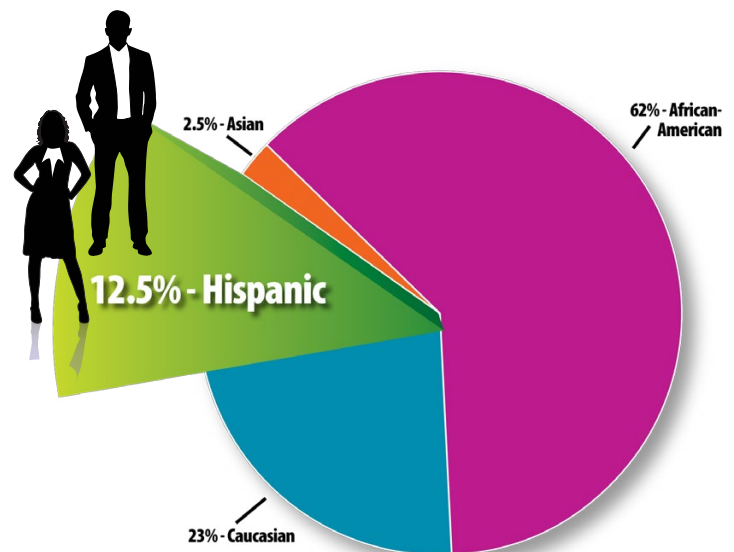
Let La Prensa Latina help tell your story to the Latin Community

Breakdown of Latin Heritage in the Mid-South Market:

- 60%** - Mexico and Central America (Guatemala, Salvador, Costa Rica, Honduras, Nicaragua, Panama)
- 14%** - Venezuela and Colombia
- 13%** - Cuba, Puerto Rico and Dominican Republic
- 13%** - Spain and South America (Argentina, Chile, Ecuador, Peru, Uruguay, Paraguay and Brazil) The total US Hispanic population is roughly 54 million.
- 15%** of the national population.



385,000 Latinos Currently
Live in the Mid-South!



Did You Know...

- The U.S. legal population is **314 million**.
- The legal Hispanic population is **54 million** in the U.S.
- Between July 1, 2011 and July 2012 the legal Hispanic population increased in the U.S. by **1.1 million**.
- The percentage increase between July 2011 and July 2012 of new legal Hispanic's living in the U.S. increased by **2.2%**.
- The projected legal Hispanic population of the United States by 2060 will be **128 million**. (55% Increase)
- In Memphis the current estimated legal population is approximately **55,000**. When including the undocumented population the estimated population increases to **125,000**. (Latino Memphis)
- **65%** of the U.S. Hispanic population is estimated to be of the Mexican descent.
- **62.3%** of the legal Hispanic families living in the U.S. are married according to the U.S. Census.
- **60.4%** of legal married couples having children have children under the age of 18 years old.
- **65.7%** of legal children live with two parents.

The Latin Community
is the ***Fastest Growing
Minority*** in Memphis
and the Mid-South.





EDITORIAL CALENDAR 2016

JANUARY

- 01/03 Elvis' Birthday Celebration
- 01/10
- 01/17 Martin Luther King, Jr. *(Sponsorship Availability)*
- 01/24 St. Jude's Promise and Hope Radiothon
- 01/31 American Heart Association *(Sponsorship Availability)*

FEBRUARY

- 02/07 Valentine's Day (Feb. 14)
- 02/14 The Vagina Monologues
- 02/21
- 02/28 National Women's History Month / Great Achievers

MARCH

- 03/06 Spring Auto Insert *(Sponsorship Availability)*
- 03/13 Local Summer Camp Preview
- 03/20 March of Dimes / Hispanics
- 03/27 Easter / Mass and services schedules, events, traditions *(Sponsorship Availability)*

APRIL

- 04/03 Memphis Redbirds Preview
- 04/10 Summer Vacations in the Mid-South *(Sponsorship Availability)*
- 04/17 Earth Day / Earth Day 5k at Shelby Farms Park / National Minority Health Month
- 04/24 Sexual Assault Awareness Month

MAY

- 05/01 Memphis in May
- 05/08 Barbecue Cooking Contest / Mother's Day
- 05/13 Asthma Awareness Month
- 05/22 Memorial Day Edition / Summer Auto Preview *(Sponsorship Availability)*
- 05/29

JUNE

- 06/05 Botanic Garden Summer Concert Series
- 06/12 Flag Day
- 06/19 Father's Day
- 06/26 Latin Cultural Center's 5th Anniversary / 4th of July *(Sponsorship Availability)*

* Sponsorships available at a rate of \$2,500 net. Includes logo on cover, interior coverage, and on (3) LPL promotional ads. Also includes (2) dedicated Half-Page ads.



EDITORIAL CALENDAR 2016

Continued

JULY

- 07/03
- 07/10 How Hispanics have helped boost the economy in the Mid-South
- 07/17 La Radio Latina 2nd Anniversary (Born on July 18, 2014)
- 07/24 Back to School *(Sponsorship Availability)*
- 07/31

AUGUST

- 08/07 National Immunization Awareness Month (August 1-31)
- 08/14 Elvis Week *(Sponsorship Availability)*
- 08/21
- 08/28 Hispanic Heritage Month Preview *(Sponsorship Availability)*

SEPTEMBER

- 09/04 Childhood Cancer Awareness Month National Ovarian Cancer Month / Labor Day / Sept. 11 Anniversary
- 09/11 Hispanic Heritage Month / Highlight important Hispanics in Memphis
- 09/18 Flu Season *(Sponsorship Availability)*
- 09/25 Family Health & Fitness Day USA *(Sponsorship Availability)*

OCTOBER

- 10/02 Breast Cancer Month *(Sponsorship Availability)*
- 10/09 Columbus Day
- 10/16 Bullying Edition: National Bullying Prevention Month
- 10/23 Halloween (Oct. 31) / Day of the Dead *(Sponsorship Availability)*
- 10/30 La Prensa Fiesta Preview *(Sponsorship Availability)*

NOVEMBER

- 11/06 Veterans Day / Hispanics in the U.S. Armed Forces
- 11/13 Starry Nights at Shelby Farms
- 11/20 Thanksgiving Day / Black Friday *(Sponsorship Availability)*
- 11/27 La Prensa Fiesta / Cyber Monday / Zoo Lights / Graceland Lights

DECEMBER

- 12/04..... St. Jude Marathon / Pearl Harbor Day / Virgen de Guadalupe
- 12/11 Christmas Services / Mass Schedules *(Sponsorship Availability)*
- 12/18 Christmas Issue *(Sponsorship Availability)*
- 12/25 New Year's Eve / Year In Review

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Artwork and Space Policies

Acceptable Ad Forms:

We accept ads primarily through the web or e-mail. We will also accept CD/DVDs via mail or courier. If your ad is production-ready, please send it in PDF format with all type converted to outlines. If we will be making any changes to your ad, including adding Spanish translation, it must be sent in Illustrator or InDesign format with all fonts/graphics embedded or included as separate files. We cannot accept Publisher, PowerPoint, Freehand or Quark XPress files (Export as PDF or EPS).

Ads for La Prensa Latina should be e-mailed to your account executive.

We allow up to 20MB e-mail attachments although your mail server may have its own size restrictions. Please mail graphics@laprensalatina.com to request our FTP information for files over 20MB. FTP requests must include client name, target issue date, and the name of your account executive.

Mechanical Specs:

Ads should be submitted with raster elements no lower than 300 dpi. We have an external trim so bleeds are not necessary, although we do recommend a live area equal to the ad size minus 1/4". Ads submitted that do not conform with the printed size specifications will be reduced, enlarged, or floated at the discretion of the Publisher. We make no guarantee for the reproduction quality of any non-conforming artwork. Publisher strongly discourages the use of reverse ads with serif typefaces. Best results achieved on reverses using a maximum 70 line screen and 10 pt. type or larger.

Ad Usage:

Ads created by La Prensa Latina may only be used in our publications. The right to publish our artwork in other publications can be purchased for an additional fee. Please contact your account executive for details.

ADVERTISING RATES & INFORMATION

(901) 751-2100 • www.laprensalatina.com

AD DEADLINE:

Ads are due by 12:00 noon on Tuesday for the upcoming Friday issue.

Prices quoted are net per week. Rates are black & white. Add \$195 for full color.

Newspaper:	12x	26x	52x	Classified*
Double-Truck (21" x 10.7")	\$1,250	\$1,175	\$950	
Full-Page (10" x 10.7")	\$620	\$585	\$575	\$555
Three-Quarter V (7.5" x 10.7")	\$560	\$525	\$515	\$350
Three-Quarter H (10" x 8")	\$560	\$525	\$515	\$350
Half V (5" x 10.7")	\$465	\$430	\$420	\$285
Half H (10" x 5.3")	\$465	\$430	\$420	\$285
Quarter V (5" x 5.3")	\$320	\$285	\$275	\$220
Quarter H (10" x 2.6")	\$320	\$285	\$275	\$220
Eighth V (2.4" x 5.3")	\$265	\$230	\$220	\$160
Eighth H (5" x 2.6")	\$265	\$230	\$220	\$160
Credit Card (2.4" x 2.6")	\$190	\$175	\$170	\$140
Half-Credit Card (2.4" x 1.25")	\$130	\$120	\$110	\$90
Line-Class**	\$85 (up to 75 words)		\$135 (75 to 125 words)	
Inserts	\$80 per 1,000 (must be received 14 days in advance)			
Website (www.laprensalatina.com):			per month	
Web Banner (360 x 150px - active rotation on each page)			\$350	
Web Badge (110 x 65px - shows randomly on each page)			\$100	
Business Directory (directory.laprensalatina.com):			per year	
Leaderboard Listing (includes 760 x 152px banner)			\$2,895	
Premium Listing (includes 260 x 260px banner)			\$2,195	
Deluxe Listing (includes 125 x 125px banner)			\$1,495	
Standard Listing (no banner - listing only)			\$1,095	

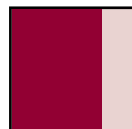
* Only recruitment or real-estate related ads qualify for placement in the classified section. Any ad not appearing in the classified section is considered and priced as a display ad. ** Line Classifieds are only placed in the classified section of the newspaper. These ads are text-only; no formatting of any kind is allowed. ALL CAPS are only allowed in the first line of text.



Double-Truck
(21w x 10.7h - spans page gutter)



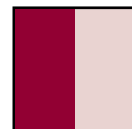
Full Page
(10w x 10.7h)



3/4 Vertical
(7.5w x 10.7h)



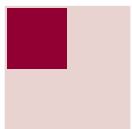
3/4 Horizontal
(10w x 8h)



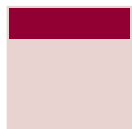
1/2 Vertical
(5w x 10.7h)



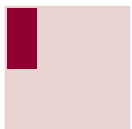
1/2 Horizontal
(10w x 5.3h)



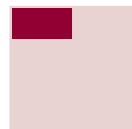
1/4 Vertical
(5w x 5.3h)



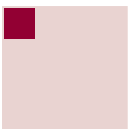
1/4 Horizontal
(10w x 2.6h)



1/8 Vertical
(2.4w x 5.3h)



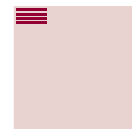
1/8 Horizontal
(5w x 2.6h)



Credit Card
(2.4w x 2.6h)



Half Credit Card
(2.4w x 1.25h)



Line Class.
(varies)



The Mid-South's Exclusive Bilingual Business Directory!

Have Your Business Listed so that the Latin Community can Reach You!

La Prensa Latina's Mid-South Bilingual Business Directory Features:

- 🔍 Your Business listed in multiple categories
- 🔍 Compatible with all mobile devices/tablets with a web browser
- 🔍 All ad listings provide a customized banner ad (except basic listing)
- 🔍 Directory can be Searched or Browsed by Category
- 🔍 Listings include all key information: Phone, Address, Website, Facebook, Twitter, and more!
- 🔍 Ability to customize your listing with logos and photos
- 🔍 Google Maps integration provides Maps and directions to Your Business
- 🔍 Ability to Change or Revise Your Listing and banner ads at Any Time

**For More Information on Getting
Your Business Listed Give Us a Call!**

901-751-2100