



2015

MEDIAKIT



 FACEBOOK/LaVisionAtlanta

 TWITTER/LaVisionAtlanta

La
VISION
El Periódico de los Latinos





15 YEARS
GROWING TOGETHER

Since the first edition back in 2000, La Vision Newspaper has been growing accordingly with the Latino Community in Georgia. As a Latino Local Media, we provide relevant information and support that encourage education and the engagement of Latinos in the state and country economic, social and political arena. At the same time, reading La Vision keep Latinos tied with their culture staying aware of what happen in their countries of origin. The preference and loyalty of our readers and advertisers in all these 15 years, certainly give us the confidence to proudly confirm that **La Vision is Georgia's Latinos Newspaper.**



La Vision grew from 10,000 copies in 2000 to 30,000 in 2015

Growth of
200%



Latinos in Georgia grew from 427,000 in 2000 to *986,545 in 2013



427,000

2000

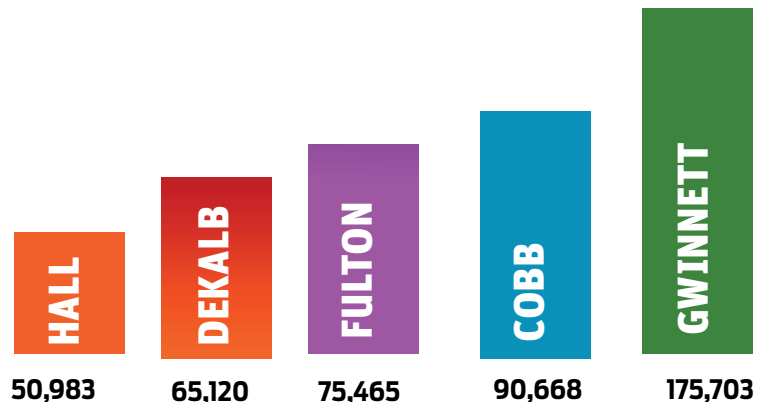
986,545

2013

*Selig Center for Economic Growth



* Counties with largest Latino population in Georgia:



*Census.gov

ON THE RIGHT PATH TO KEEP LATINOS READING



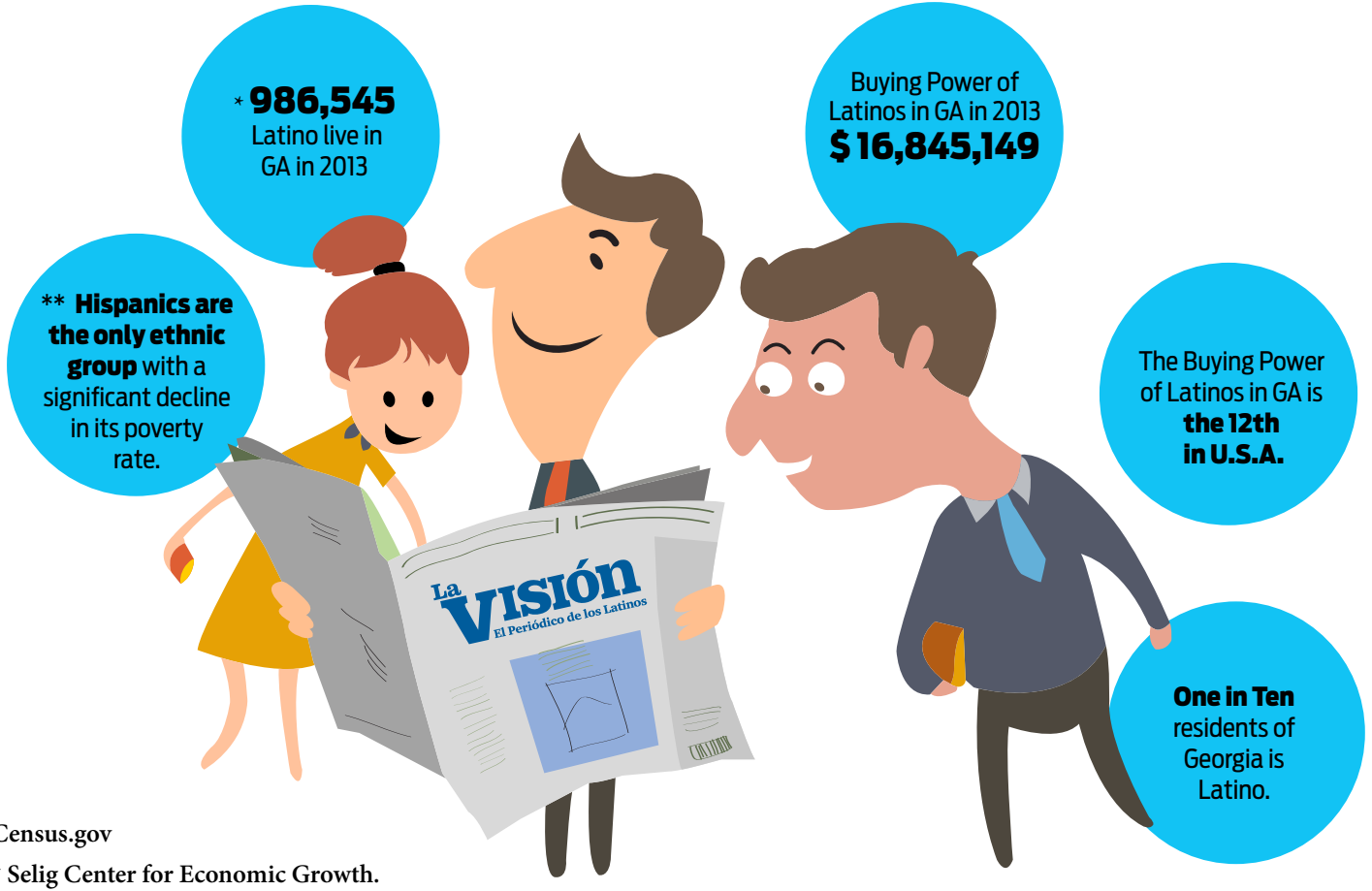
On this Era of Technology, the challenge that print publications are facing is how to attract readers.

La Vision made drastic changes as part of our strategy to keep that very important part of the Latino Culture: Read Newspapers
Convenient size, light and dynamic editorial content with more news per page, easy to read and understand, contemporary and eye catch design, more full color pages and sections that readers of all ages love.



Readers enjoy every section!

- Local & Regional News
- National
- Community
- Mexico, Latin-America
- International
- Sports
- Health
- Life
- Entertainment
- Columnist
- Contests
- Consumer



*Census.gov

** Selig Center for Economic Growth.

FACTS

A Pew Hispanic Center National Survey of Latinos 2006, 2008, 2010 & 2012 made between September 07 to October 04 2012 show very important facts about Latinos and media in Spanish

- ✓ About eight-in-ten Hispanic adults say they keep up with the news “a lot” (45%)
- ✓ Hispanics who get their news exclusively from Spanish-language news platforms say they keep up with the news a lot.
- ✓ Latino adults on average use 2.4 news media platforms among the four tested—television, print newspapers, radio and the internet—when they consume news media.
- ✓ Among Latinos who consume news media only in Spanish or consume news media in both languages, about eight-in-ten (80% and 76% respectively) say the Spanish language news media does an “excellent” or “good” job covering news specifically relevant to Latinos in the U.S. By contrast, among Latinos who get news in English only, fewer (54%) say the same.



Reach the High Mile Latino Market



Get Results!

As Latinos, we know our clients core target's consumer so we can help with ideas, design and translation in spanish to deliver the right message.

Together with our thousands of print copies, we also reach Latinos in Georgia through interactive and social media optimizing the results of every single ad in La Vision.

The combination of all those resources definitely help to bring greater return of our advertisers investment.

INTERACTIVE MEDIA

01

Web Page



02

Electronic Edition



Smart Phones Apps



03



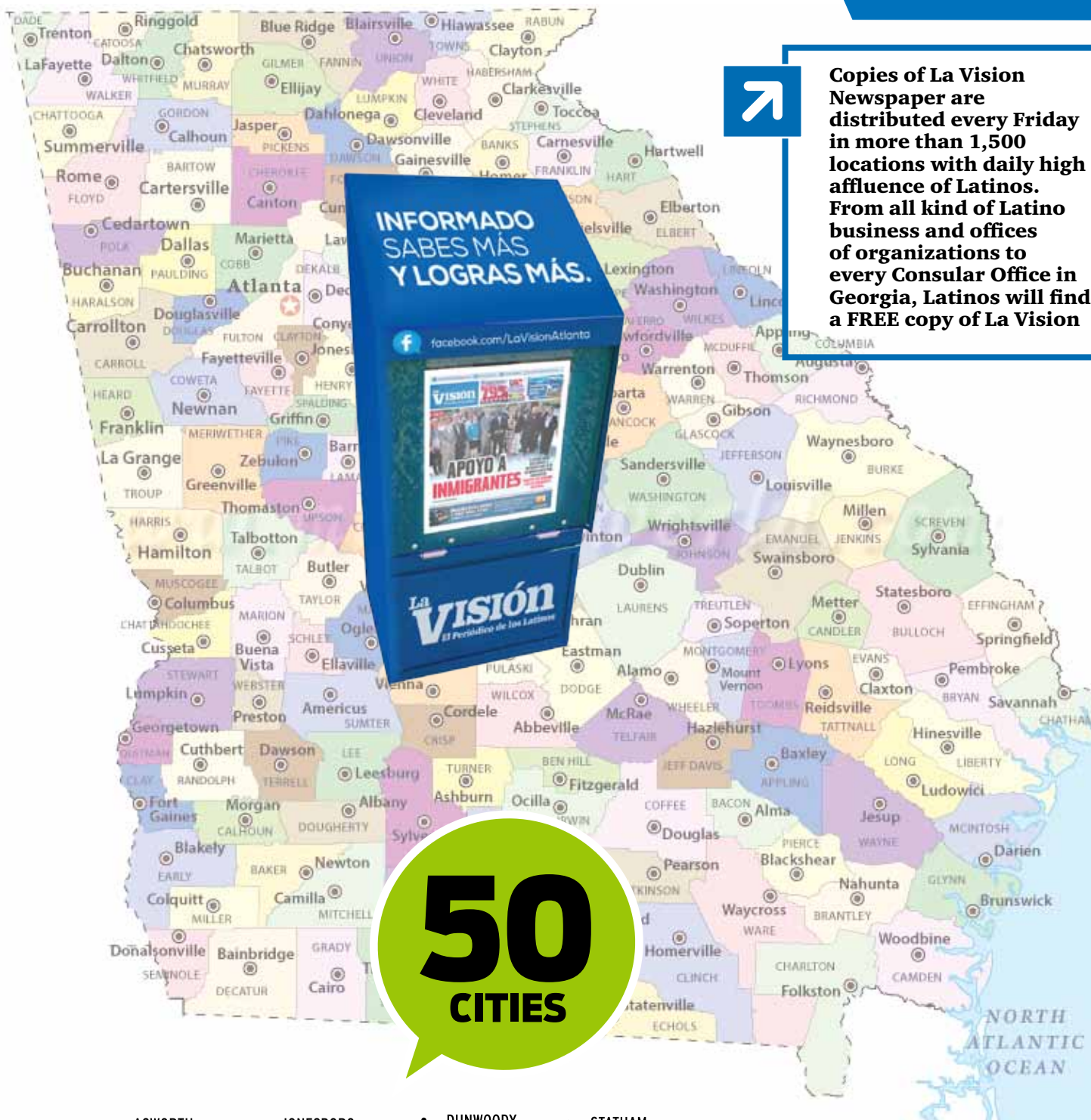
Social Media



04

05

Distribution




Copies of La Vision Newspaper are distributed every Friday in more than 1,500 locations with daily high affluence of Latinos. From all kind of Latino business and offices of organizations to every Consular Office in Georgia, Latinos will find a FREE copy of La Vision

50 CITIES

- ACWORTH
- ALPHARETTA
- ATHENS
- ATLANTA
- AUSTELL
- AUBURN
- BUFORD
- CHAMBLEE
- COLLEGE PARK
- CONYERS
- CUMMING
- DORAVILLE
- DULUTH
- JONESBORO
- LAWRENCEVILLE
- LILBURN
- MABLETON
- MARIETTA
- NEWNAN
- NORCROSS
- PEACHTREE CITY
- RIVERDALE
- ROSWELL
- SANDY SPRINGS
- SMYRNA
- SUGAR HILL
- DUNWOODY
- EAST POINT
- FAIRBURN
- FOREST PARK
- GAINESVILLE
- HAPEVILLE
- SUWANEE
- DOUGLASVILLE
- CARROLTON
- LITHIA SPRINGS
- VILLA RICA
- MABLETON
- LOGANVILLE
- STATHAM
- TUCKER
- UNION CITY
- WINDER
- WOODSTOCK
- FAYETTEVILLE
- CANTON
- MORROW
- STOCKBRIDGE
- MCDONOUGH
- KENNESAW
- CATERSVILLE

1500 | 20
POINTS OF DISTRIBUTION | COUNTIES

Rate Card 2015

Full Page

B/W = **\$1,050**
F/C = **\$1,296**

10.25" x 11.2"

3/4 Page

B/W = **\$ 850**
F/C = **\$1,050**

10.25" x 9.21"

1/2 Page Horizontal

B/W = **\$ 550**
F/C = **\$ 700**

10.25" x 5.44"

Low Banner (Inside page)

B/W = **\$ 250**
F/C = **\$350**

10.25" x 1.68"

1/2 Page Vertical

B/W = **\$ 550**
F/C = **\$ 700**

5.02" x 11.2"

1/4 Page Vertical

B/W = **\$ 305**
F/C = **\$ 405**

5.02" x 5.44"

1/4 Page Horizontal

B/W = **\$ 305**
F/C = **\$ 405**

10.25" x 2.62"

Top Banner (Inside page)

10.25" x 1.68"

B/W = **\$ 250**
F/C = **\$350**

1/8 page

B/W = **\$ 175**
F/C = **\$ 225**

2.62" x 5.02

11.2"

10.25"

Columns
Every page except classified section has 6 columns.

ECONOMIC ADS

CLASSIFIED & B/CARDS

Our Classified and Business Card section has 8 columns.

We offer economic ads in some of the most popular sections: Jobs, Cars, Houses for Rent, Houses for Sale, Trade, Business for Sale, Services and more.

\$ 14 PCI

YOUR CLASSIFIED FROM

\$ 20

■ Max 20 words.
Phone count for one word.



BUSINESS CARD SECTION

B/W = \$ 75

F/C = \$ 90



* Color pages subject to availability

DESIGN SPECIFICATIONS

Plataform:



We accept the following file formats:

- > InDesign CS5 or earlier
- > Illustrator CS5 or earlier

All the original images and fonts must be included when submitting in formats other than PDF.

PDF Submission:

- > Resolution: 200 dpi or higher
- > Color: CMYK
- > Artwork may also be delivered via e-mail: art_design@lavisionnewspaper.com

We DO NOT accept files in the following formats:

- > Pagemaker, CorelDraw, Freehand, Microsoft Word and Publisher.

Artwork Deadline

- > La Vision Newspaper is published every Friday.
- > Deadline for artwork delivery is on Wednesday 4:00 pm, 24 hours before the run schedule date.

Approval:

- > All advertisements are subject to the approval of La Vision Newspaper's management, as per established editorial and advertising norms.

Disclaimer

- > La Vision Newspaper reserves the right to add a visible tag saying "ADVERTISEMENT" when an ad may be confused with an article or editorial content due to its appearance.

WE ARE
THE LATINO'S
NEWSPAPER



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FOR IPHONE



Download our APP
FOR ANDROID



Contact us: Phone: 770-963-7521 Fax: 770-963-7218
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