



IS THE MOST IMPORTANT  
NEWSPAPER THAT PROVIDES  
BUSINESS PRODUCTS AND SERVICES  
**For the Hispanic market in Texas**



Contact one of our customer service representatives

**214.951.9500**



## ► Vision of the hispanic market

- Hispanic population passes 50.5 million
- Quick facts
- Hispanics are the fastest Growing minority

## ● VISION OF THE MARKET

### HISPANIC POPULATION PASSES 50.5 MILLION

As of July 1, 2010, the estimated Hispanic population of the United States was 50.5 million (16% of the total U.S. population) with a purchasing power of \$1 trillion.

The Hispanic population increased by 15.2 million between 2000 and 2010, accounting for over half of the 27.3 million increase in the total population of the United States.

### QUICK FACTS

**There are 11.8 million Hispanic family households in the USA.**

- Over 35 million (70%) of the nation's Hispanic population prefers to speak Spanish at home.
- The Hispanic population has an estimated purchasing power of about \$1 trillion, larger than the purchasing power of 14 countries worldwide.
- 63% of the U. S. Hispanic population is of Mexican descent.

### HISPANICS ARE THE FASTEST GROWING MINORITY

Between 2000 and 2010, the Hispanic population grew by 43%, which was four times the growth in the total population at 10%.

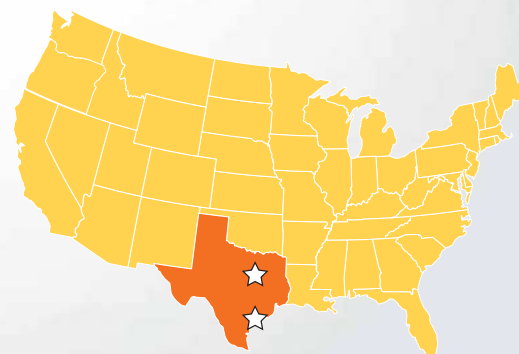
More than half of the growth in the total population of the United States between 2000 and 2010 was due to the increase in the Hispanic population.

### Houston 1st and Dallas / Ft. Worth 2nd Hispanic Market in Texas

- With a population of over 919 thousand Hispanics in Houston, this city ranks 1st. in the entire state of Texas.
- 3rd place as the city with highest Hispanic population of the country.
- Dallas / Fort Worth appears as the 2nd city with highest Hispanic population of Texas with over 760 thousand and, in turn occupying 6th place in the United States.

### \* Top 10 Hispanic Market by population

Rank	City	Hispanic population	% Total Hispanics
1	New York, NY.	2,236,076	28.5
2	Los Angeles, CA.	1,838,822	48.4
3	Houston, TX.	919,668	43.8
4	San Antonio, TX.	838,952	63.2
5	Chicago, IL.	778,862	28.8
6	Dallas/Ft. Worth, TX.	760,925	39.2
7	Phoenix, AZ.	589,877	40.8
8	El Paso, TX.	523,721	80.6
9	San Diego, CA.	376,020	28.7
10	San Jose, CA.	313,636	33.1



\* The Hispanic Population: 2010-2010 Census Briefs

\* U.S. Census Bureau Survey of Business Owners - 2010 Census

\* CURRENT POPULATION REPORTS - U.S. Department of Commerce - Economics and Statistics Administration - BUREAU OF THE CENSUS





## Summary

- ✓ Mission
- ✓ About us
- ✓ Vision
- ✓ Circulation
- ✓ Distribution
- ✓ Established
- ✓ Newspaper sections
- ✓ Content



## About us / Summary

### Mission

For over 30 years La Subasta has provided a quality product and excellent service to our clients and readers. We are committed to support the growth of small businesses, to see them achieve their goals.

### About us

La Subasta is the business guide that offers products and services for the Hispanic market and is the most important of Texas, created in order to boost short-term growth of small and medium based businesses and in turn provide the Hispanic community a quick and efficient way of finding products and services in Spanish.

### Vision

Develop a mutual growth with our advertisers with a commitment to provide quality and service while offering the most effective advertising power than any other newspaper.

### Circulation

Our Houston market has more than 130,000 weekly copies reaching more than 455,000 readers each week. Our Dallas/Fort Worth market has more than 68,000 weekly copies reaching more than 234,500 readers each week.

(Audit verified by VERIFIED)

### Distribution

Our distribution is divided into 10 zones for the city of Houston and 6 zones for the city of Dallas, with the sole purpose of offering a better service to our advertisers that can focus more directly on the area you want to achieve according to the location of your business.

### Established

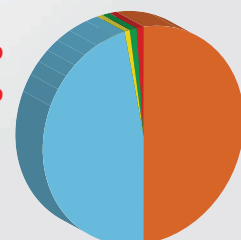
La Subasta Newspaper was created in 1981 by the Budini family with the purpose of providing opportunities for growth for business through a publication that would be the first of its kind in Texas.

### Newspaper sections

- **PROFESSIONALS:** Doctors, chiropractors, lawyers, architects, engineers. etc.
- **AUTOMOTIVE:** Mechanic shops, garages, crane services, workshops transmissions, engines, mechanics in general, agencies buying and selling cars and others.
- **SERVICES:** Plumbers, electricians, carpenters, masons, cable telephone services and more.
- **TRAVEL:** Travel Agents, central bus, parcel delivery stores throughout Mexico and Latin America.
- **BUYING AND SELLING:** Houses, apartments, businesses, cars, furniture in general, etc.
- **ENTERTAINMENT:** Banqueting rooms, musical groups, entertainers for children, sale of products for parties and meetings, movies theater and more.
- **INSURANCE:** Insurance Agencies for cars, homes, life, health and others.
- **REAL ESTATE:** Houses to buy or sell, apartment complexes, business transfers, etc..
- **PERSONAL:** Fortunetellers, counselors, yerberías, cartomancy, and all kinds of beliefs.
- **EMPLOYMENT:** Here you can find all kinds of jobs, led by a variety of trades, technicians, professionals and more.
- **HEALTH:** General medicine, dentists, chiropractors, health clinics, natural medicine, opticians and others.
- **RESTAURANTS:** Here you will find a wide variety of traditional Mexican food restaurants, Oriental, Colombian, Salvadoreña, Honduran, Tex-Mex, etc..
- **EDUCATION:** Education centers, private schools, English courses, computing, crafts and technical schools.
- **STORES:** Grocery stores, supermarkets, bakeries, flea-market, meat market and more.
- **ADULT:** Massage centers and all kinds of adult products.

### General Content of La Subasta:

✓ Display ads	324	50%
✓ Classifieds	310	47%
✓ Institutional ads / Chain Stores	9	1%
✓ Institutional ads of La Subasta	6	1%
✓ Columns	6	1%

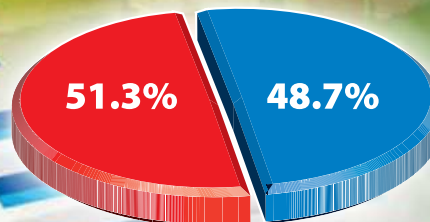
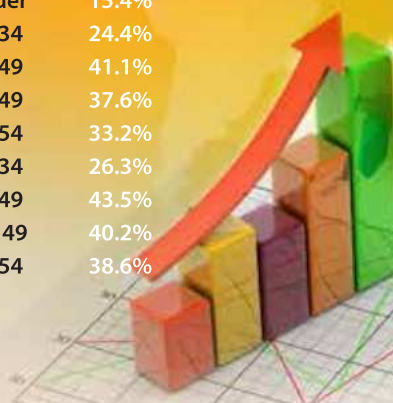


[Overview](#)[About us](#)[Readers profile](#)[Circulation](#)[Customer](#)[Web](#)[La Subasta](#)[Search](#)[Average age of readers](#) ▼

### Age (Mean: 37.0) Target %

● Adults	18 - 34	50.7%
● Adults	18 - 49	84.6%
● Adults	21 - 49	77.8%
● Adults	25 - 54	71.8%
● Adults	35 or older	49.3%
● Adults	50 or older	15.4%
● Men	18 - 34	24.4%
● Men	18 - 49	41.1%
● Men	21 - 49	37.6%
● Men	25 - 54	33.2%
● Women	18 - 34	26.3%
● Women	18 - 49	43.5%
● Women	21 - 49	40.2%
● Women	25 - 54	38.6%

- ▶ Average age of readers
- ▶ Adults over 50
- ▶ Household income
- ▶ Surveys



■ Woman  
■ Men

[Household income](#) ▼

● \$25,000	or more	75.3 %
● \$35,000	or more	52.5 %
● \$50,000	or more	27.1 %
● \$75,000	or more	14.5 %
● \$100,000	or more	7.0 %

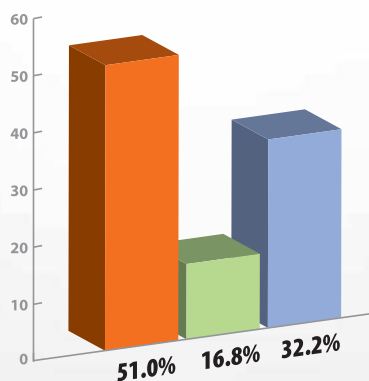
[Survey](#) ▼

Created for Dallas / Fort Worth Hispanics

- ☐ Based-residents of Dallas / Tarrant, TX
- ☒ **Projected: 1.4 million** Hispanics living in this county Dallas / Fort Worth

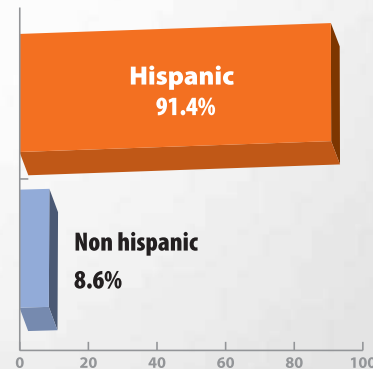


### Employment situation



■ Employed full time 35 hours or more  
■ Part-time employees less than 35 hours  
■ Unemployed

### Readers in Spanish



Data collected by the United States Census Bureau



[Overview](#)[About us](#)[Readers profile](#)[Circulation](#)[Customers](#)[Web](#)[La Subasta](#)[Search](#)[► Distributors](#)

**over 2,000 locations throughout the city**

● **DISTRIBUTION OF 6 ZONES**

Every week La Subasta publishes separate editions for different areas in the city. This allows advertisers to accurately target the proper market

**VERIFIED**

**NORTHWEST**

75038 76107  
75060 76108  
75061 76111  
75062 76114  
76021 76117  
76039 76120  
76040 76137  
76051 76164  
76053 76164  
76106 76180

**N-EAST**

75002 75201  
75040 75202  
75041 75204  
75042 75206  
75043 75214  
75044 75218  
75069 75223  
75074 75226  
75080 75228  
75081 75231  
75082 75238  
75088 75240  
75089 75242  
75094 75243  
75150 75246

**S-WEST**

75050 76103  
75051 76104  
75052 76105  
76010 76109  
76011 76110  
76012 76112  
76013 76115  
76014 76116  
76015 76119  
76022 76120  
76060 76133  
76063 76134  
76102 76140

**SOUTH**

75232 75211  
75104 75212  
75115 75216  
75116 75224  
75137 75233  
75203 75236  
75208 75237  
75208 75241  
75211 75249

**EAST**

75149  
75150  
75180  
75181  
75210  
75215  
75217  
75223  
75226  
75227

**N-CENTRAL**

75006 75229  
75007 75230  
75010 75230  
75056 75234  
75057 75235  
75065 75235  
75067 75244  
75075 75247  
75209 75248  
75219 75254  
75220 75287  
75229 76207

**DEADLINES****NORTH EAST**

Thursday before 5pm  
For Tuesday publication

**SOUTH**

Thursday before 5pm  
For Tuesday publication

**S-WEST - (SUROESTE)**

Thursday before 5pm  
For Tuesday publication

**N-WEST (NOROESTE)**

Monday before 5pm  
For Friday publication

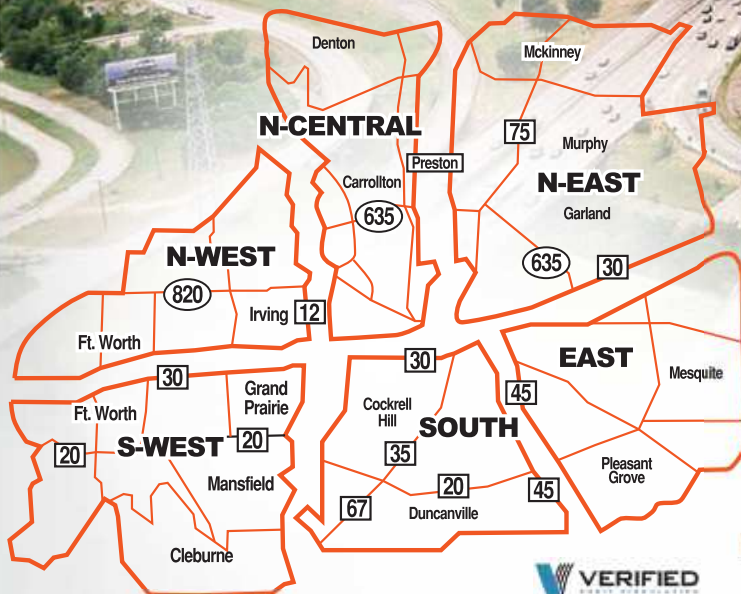
**EAST**

Monday before 5pm  
For Friday publication

**NORTH CENTRAL**

Monday before 5pm  
For Friday publication



[Overview](#)[About us](#)[Readers profile](#)[Circulation](#)[Customers](#)[Web](#)[La Subasta](#)[Search](#)[► Distributors](#)

# Over 2,000 locations throughout the city

## ● DISTRIBUTION OF 6 ZONES

Every week La Subasta publishes separate editions for different areas in the city. This allows advertisers to accurately target the proper market.



### N-CENTRAL

DENTON  
LAKE DALLAS  
FRISCO  
LITTLE ELM  
THE COLONY  
LEWISVILLE  
CARROLLTON  
FARMERS BRANCH  
DALLAS

### SOUTH

DALLAS  
COCKRELL HILL  
OAKCLIFF  
DUNCANVILLE  
DE SOTO  
LANCASTER

### N-WEST

FORT WORTH  
RIVER OAKS  
HALTOM CITY  
HURST  
EULESS  
BEDFORD  
GRAPEVINE  
IRVING

### EAST

DALLAS  
SUNNYVALE  
MESQUITE  
PLEASANT GROVE  
BALCH SPRINGS  
SEAGOVILLE

### S-WEST

FORT WORTH  
CLEBURNE  
KENNEDEALE  
GRAND PRAIRIE  
ARLINGTON  
MANSFIELD

### N-EAST

MCKINNEY  
ALLEN  
MURPHY  
PLANO  
RICHARDSON  
GARLAND  
ROWLETT  
DALLAS

## DEADLINES

### NORTH EAST

Thursday before 5pm  
For Tuesday publication

### SOUTH

Thursday before 5pm  
For Tuesday publication

### S-WEST

Thursday before 5pm  
For Tuesday publication

### N-WEST

Monday before 5pm  
For Friday publication

### EAST

Monday before 5pm  
For Friday publication

### NORTH CENTRAL

Monday before 5pm  
For Friday publication

# Cadenas exclusivas

Distribuidoras



Distribuidoras



Los racks de distribución de La Subasta se encuentran localizados por toda el área de Houston y Galveston respectivamente. Nuestra publicación se encuentra distribuida en supermercados, tiendas de conveniencia, restaurantes, edificios públicos, gasolineras y en diferentes lugares al aire libre.





## PER COLUMN DIMENSIONS (Width)

○ 1 column	1.56" Inches
○ 2 columns	3.25" Inches
○ 3 columns	4.93" Inches
○ 4 columns	6.66" Inches
○ 5 columns	8.32" Inches
○ 6 columns	10" Inches

## Retail Section

Number of Columns **6**

Column Size **1.56 Inches**

Space Between Columns **0.13 Inches**

Inches Per Page **10" wide x 14" deep**

Double Truck **21" wide x 14" deep**

## Mechanical Requirements



Full Page

**6 col x 14"**  
84" Inches



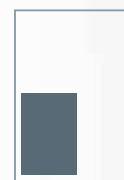
1/2 Page  
Vertical

**6 col x 7"**  
42" Inches



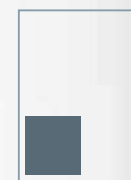
1/2 Page  
Horizontal

**3 col x 14"**  
42" Inches



1/4 Page

**3 col x 7"**  
21" Inches



3 x 5

**3 col x 5"**  
15" Inches



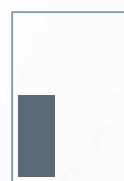
2 x 10

**2 col x 10"**  
20" Inches



6 x 3

**6 col x 3"**  
18" Inches



2 x 7

**2 col x 7"**  
14" Inches



3 x 4

**3 col x 4"**  
12" Inches



4 x 3

**4 col x 3"**  
12" Inches

## Accepted Materials & Formats

- ☐ All ad materials should be received in Digital form, and in PDF format created in a graphic design vector program such as: Corel Draw, Illustrator, Freehand, or Indesign.

- ☐ PDF archives • Camera Ready Art • InDesign• innd • Illustrator \_ai.

## Artwork

If you so require, your ad can be prepared by our professional graphic designers at no additional cost. Proof artwork before actual print date can be provided, but designs will not be made until an advertising agreement has been signed

## Translations

Ads that are required to be translated are requested 48 hours in advance of regular closing times.





*me conviene.*



## C L I E N T E S

*The following are clients that have partnered with La Subasta*

### MEDIA PARTNERS



UNIVISION



TELEMUNDO



AZTECA MÉXICO.



mega tv

### PROMOTIONAL PARTNERS



The Houston Hispanic Chamber of Commerce

# LA SUBASTA OPEN RATES

## Criteria for calculating prices:

- Column
- Inches
- Area
- Weeks

- 1 Zone \$ 24<sup>00</sup>
- 2 Zones \$ 48<sup>00</sup>
- 3 Zones \$ 72<sup>00</sup>
- 4 Zones \$ 80<sup>00</sup>
- 5 Zones \$ 100<sup>00</sup>
- 6 Zones \$ 120<sup>00</sup>
- 7 Zones \$ 140<sup>00</sup>
- 8 Zones \$ 160<sup>00</sup>
- 9 Zones \$ 180<sup>00</sup>
- 10 Zones \$ 200<sup>00</sup>

- Combination Frequency Discounts Available.
- Minimum size: 2 x 2

### Special Page

Additional %

Frequency Limitations

- Back Page
- Full Color
- Inside Back Page
- Pages 2 and 3
- Pages 4 and 5

50%

20%

25%

30%

25%

Maximum 12 months  
Minimum 6 weeks

- Color in Back Page & Full Color sections providing if space is available

- Days of publication and deadlines

### HOUSTON

### DALLAS

#### DEADLINES

#### DEADLINES

##### NORTH WEST & SOUTH

Wednesday before 5:00 p.m.  
For Monday publication

##### NORTH EAST

Thursday before 5:00 p.m.  
For Tuesday publication

##### NORTH CENTRAL & SOUTH CENTRAL

Wednesday before 5:00 p.m.  
For Tuesday publication

##### SOUTH

Thursday before 5:00 p.m.  
For Tuesday publication

##### SOUTH WEST

Thursday before 5:00 p.m.  
For Tuesday publication

##### SOUTH EAST & NORTH

Friday before 5:00 p.m.  
For Wednesday publication

##### NORTH WEST

Monday before 5:00 p.m.  
For Friday publication

##### SOUTH WEST & NORTH EAST

Friday before 5:00 p.m.  
For Thursday publication

##### EAST

Monday before 5:00 p.m.  
For Friday publication

##### EAST & WEST

Tuesday before 5:00 p.m.  
For Friday publication

##### NORTH CENTRAL

Monday before 5:00 p.m.  
For Friday publication

LA SUBASTA  
PRE-PRINT FEES

### PRE PRINT / INSERT RATES

Quantity	Per Thousand	Total Pages	Weight
15,000 to 20,000	\$60.88	1 - 4	.40 oz
	\$67.00	Up to 24 Pages	.80 oz
21,000 to 30,000	\$54.12	1 - 4	.40 oz
	\$59.33	Up to 24 Pages	.80 oz
31,000 to 45,000	\$51.41	1 - 4	.40 oz
	\$54.12	Up to 24 Pages	.80 oz
46,000 or more	\$48.70	1 - 4	.40 oz
	\$51.41	Up to 24 Pages	.80 oz

### SPECIFICATIONS:

- Overweight materials (over .10 oz per pg.) are subject to 20% increase for every 10oz.
- Minimum amount accepted for distribution is 15,000.
- Rates are individual per publication.
- Rates per thousand are net, discounts are included in rates

### DELIVER TO:

- ☒ Publico Printing (A subsidiary of La Subasta Inc.)  
5602 Savoy Houston, TX 77036

### RESERVATIONS:

- Inserts are to be received five (5) days prior to the publication dates.
- Pallet shipments are to be received no later than five days prior to date.

- ☒ From the hours of 9a to 6 p Monday thru Friday

Each individual pallet should carry the name of the client, insertion dates and quantity in equal bundles. Single card inserts need to be packed in boxes and carry the name of the client, insertion dates and quantity as well.





Overview

About us

Readers profile

Circulation

Customers

Web

La Subasta

Search

- **La Subasta** the internet has become the search method of the 21st century. La Subasta has direct access to its publication through its website; with interactive advertisements that offer our customers an additional advantage for advertising with La Subasta.

## Averages

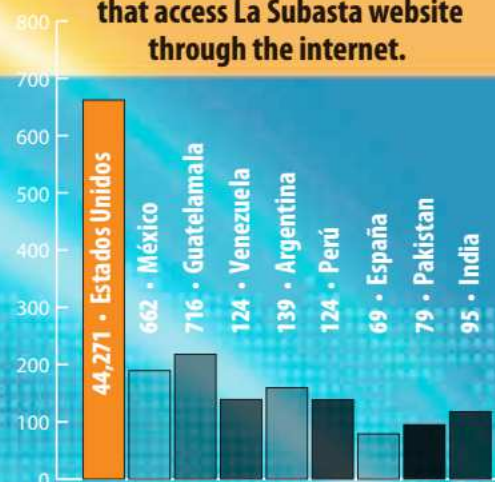
- ▶ monthly visits
- ▶ Access to several countries
- ▶ Available sources
- ▶ Category Search

○ Monthly Visits: **53,350**  
 ○ Page views: **384,441**  
 ○ Page visits: **7.21**



La Subasta web version has thousands of readers around the world as recorded by Google Analytics  
*(You can access this information through the Internet)*

### Examples of countries that access La Subasta website through the internet.



### TOP TRAFFIC SOURCES:



SOURCES	VISITORS	TARGET %
● Google (Search)	27,389	51.34%
● La Subasta.com	9,839	18.44%
● Google (cpc)	6,187	11.60%
● Other Websites	4,589	8.60%
● Yahoo (Search)	2,763	5.18%
● Bing (Search)	2,583	4.84%

### SEARCH CATEGORIES:

- Automotive
- Real estate
- Buy and sell
- Education
- Health
- Services
- Food stores
- Entertainment
- Personal Classifieds
- Professionals
- Employment
- Insurance
- restaurant
- Travel

### WEB BANNERS AVAILABLE

## POSITION

## SIZE

## WEEKLY PRICE

- Banner Header 615 x 120 px **\$150<sup>00</sup>**
- Banner Lateral 165 x 220 px **\$37<sup>50</sup>**
- Banner Bottom 940 x 150 px **\$100<sup>00</sup>**

