

La Tribuna Hispana USA[®]

The Community's Voice & Thought Newspaper Since 1988



**The #1 Resource
for Local News in
Long Island, New York City
& New Jersey**

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P.O. Box 186 Hempstead, NY 11550.

The Most Popular Newspaper for Hispanics in New York Since 1988.

INDEX

PUBLICATION AUDIT REPORT	3-5
LA TRIBUNA HISPANA USA HISTORY AND POSITIONING	6
PRINT COSTS PER INCHES (COMBINING ZONES / EDITIONS)	7
PRINT SPECIFICATIONS	8
RATES PER ONE EDITION	9
RATES COMBINING 2 EDITIONS	10
RATES COMBINING 3 EDITIONS	11
RATES FOR FULL RUN (COMBINING 4 EDITIONS)	12
SPECIAL POSITIONS RATES	13
IMPORTANT FACTS TO GET TO KNOW (DEADLINES AND OTHER)	14
DEMOGRAPHICS - PRINT COPIES - OUR READERSHIP	15
DIGITAL BANNERS RATE CARD	16
TRIBUNA TV INFORMATION	17
DISTRIBUTION MAPS	18-19
SUCCESSFUL CUSTOMERS AND CAMPAIGNS	20-22



PUBLICATION AUDIT REPORT

Below you will see the CVC figures, presented for the average circulation during the last reporting period (January 1, 2015 – March 31, 2016.)

**CIRCULATION
VERIFICATION
COUNCIL**

26,159,827,430⁹⁶

OUR DATA SPEAKS VOLUMES

**PUBLICATION
AUDIT
REPORT**

Gross Distribution Audit Period: January 1, 2015 – March 31, 2016

La Tribuna Hispana USA

PO Box 186

Hempstead, NY 11550

(888) 900-2811

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1. Audited Media Platforms

Print Publication:	Average Gross Distribution:	19,475 (Print Edition)
	** (See Paragraph 7 explanatory)	
Website:	Average Website Unique Visitors:	2,414
E-Newsletters:	Average E-Newsletter Subscribers:	1,850

2. Publication Information

Number of Editions:	One (Four Zones)
Format / Average Page Count:	Tabloid / 28 Pages
Distribution Cycle:	Weekly
Ownership:	La Tribuna Hispana USA
Year Established:	1988
Publication Type:	Hispanic Publication
Content:	50% Advertising / 50% Editorial
Distribution Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	100% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	01-1974
DMA/MSA/CBSA:	New York, NY / New York-Northern New Jersey-Long Island / New York-Northern New Jersey-Long Island, NY-NJ-PA
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2005
Mechanical Data:	Seven (7) columns x 10.87-inch column depth Full page: 10" wide X 10.87" depth.
Open Rate:	Local: \$10.95 per column inch National: \$25.50 per column inch
Insert Open Rate:	\$75.00 per thousand (Net Rate, Not Commissionable)
Classified Rate:	Contact Publisher
Deadline Day & Time:	Thursday by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Emilio Ruiz	EMAIL: emilior@latribunahispana.com
Advertising:	Emilio Ruiz	EMAIL: advage@latribunahispana.com
Distribution:	Emilio Ruiz	EMAIL: advage@latribunahispana.com



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PUBLICATION AUDIT REPORT

CIRCULATION
VERIFICATION
COUNCIL

OUR DATA SPEAKS VOLUMES

1-800-347-2805

5. Audited Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-1974	Wednesday	La Tribuna Hispana USA Hempstead, NY
Audit Period Summary		
Average Net Circulation	(S-H)	**
Average Gross Distribution	(S-F)	19,475
Average Net Press Run	(S-A)	19,500
Audit Period Detail		
A. Average Net Press Run		19,500
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		19,428
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		47
Total Average Controlled Distribution		19,475
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		19,475
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		19,475
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		**



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AUDITED AVERAGE WEBSITE REPORT



OUR DATA SPEAKS VOLUMES

1-800-347-2805

6A. Audited Average Website Reporting - www.latribunahispana.com

	Monthly Audit Period Average
Website Unique Visitors	2,414
Website Visitors	2,687
Percent of New Visitors	81.50%
Website Page Views	4,017
Pages Per Visit	1.50
Average Time Spent on Website	00:01:20
Bounce Rate	79.90%

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

VISITORS: The total number of visitors, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.

PERCENT NEW VISITORS: The percentage of visitors that have visited the publication's website for the first time through the course of the month and are considered unique and are differentiated from multiple returning visits.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	1,850
Open Rate	22.23%
Click Rate	3.28%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media - Not Reported

7. Average Print Distribution History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	19,475	-	-	-
01/01/15-12/31/15	CVC	19,475	19,475	19,475	19,475
01/01/14-12/31/14	CVC	16,975	16,975	16,975	16,975
10/01/13-12/31/13	CVC	-	-	-	16,975



www.cvcaudit.com



LA TRIBUNA HISPANA USA HISTORY AND POSITIONING



We are a recognized Spanish-language Newspaper. We are positioned as the preferred Newspaper of Hispanics in New York since 1988. Our satisfied customers are the greatest proof of the excellent results we achieve with our work. We bring proposals for you to increase your profits being published with us.

The Most Popular Newspaper for Hispanics in New York Since 1988.

PRINT COSTS PER INCHES

COMBINATION OF ZONES / EDITIONS

RATES COMBINED AND BY ZONE (Editions)

Combine Edition: 4 Editions (Nassau, Suffolk, NYC & New Jersey)	\$25.50 net per inch
Combine any 3 Editions (The editions you choose)	\$20.65 net per inch
Combine any 2 Editions	\$15.80 net per inch
Any Editions (1)(Long Island, New York City or New Jersey)	\$10.95 net per inch
Flyers or Inserts (Thin brochures no more than 20 pages) Minimum 5,000 copies per run	\$75.00 net per thousand



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PRINT SPECS

SIZES / INCHES

UNIT	WIDTH	HEIGHT	TOTAL INCHES
Full page	10"	10.87" SIZES / INCHES	108.70"
Back page	10"	10.87"	108.70"
Junior page * Front page	8"	7.50"	60.00"
*Available under conditions			
Half page (vertical)	4.90"	10.87"	53.26"
Half page (horizontal)	10"	5.27"	52.70"
¼ page (vertical in color page) (ROP)	4.90"	5.42"	26.55"
		5.50"	26.95"
¼ page (vertical in B/W) (ROP)			
¼ Page (Horizontal front page 4 color)	10.0"	2.50"	25.00"
1/8 Page	4.90"	2.50"	12.25"
Strip Ad (Vertical)	1.90"	3.75"	7.12"
Strip Ad (Horizontal)	4.90"	2.50"	12.25"



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RATES PER ONE EDITION

1 ZONE RATE \$10.95 NET PER INCH

PAGE SIZE	BLACK & WHITE (GROSS)	BLACK & WHITE (NET)	FULL COLOR ADDITIONAL \$300.00 PER ZONE	COLOR (NET)
FULL PAGE	\$1,190.00	\$1,011.50	+\$300.00	\$1,311.50
½ PAGE	\$583.25	\$495.00	+\$300.00	\$795.00
¼ PAGE VERTICAL	\$286.45	\$252.45	+\$300.00	\$552.45
1/8 PAGE	\$141.80	\$115.00	NOT IN COLOR	NOT IN COLOR



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RATES PER TWO EDITIONS

2 ZONES RATE \$15.80 NET PER INCH

PAGE SIZE	BLACK & WHITE (GROSS)	BLACK & WHITE (NET)	FULL COLOR ADDITIONAL \$300.00 PER ZONE	COLOR (NET)
FULL PAGE	\$1,717.46	\$1,460.00	+ \$600.00	\$2,060.00
½ PAGE	\$842.00	\$715.00	+ \$600.00	\$1,315.00
¼ PAGE VERTICAL	\$426.00	\$362.40	+ \$600.00	\$962.40
1/8 PAGE	\$205.00	\$174.25	NOT IN COLOR	NOT IN COLOR



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RATES FOR A COMBINATION OF 3 EDITIONS

3 ZONES RATE \$20.65 NET PER INCH FOR 3 EDITIONS

PAGE SIZE	BLACK & WHITE (GROSS)	BLACK & WHITE (NET)	FULL COLOR ADDITIONAL \$300.00 PER ZONE	COLOR (NET)
FULL PAGE	\$2,244.66	\$1,908.00	+ \$900.00	\$2,808.00
½ PAGE	\$1,100.00	\$935.00	+ \$900.00	\$1,835.00
¼ PAGE VERTICAL	\$557.00	\$473.00	+ \$900.00	\$1,373.00
1/8 PAGE	\$253.00	\$215.00	NOT IN COLOR	NOT IN COLOR



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RATES FOR FULL RUN COMBINATION OF 4 EDITIONS

4 ZONES RATE \$25.50 NET PER INCH

PAGE SIZE	BLACK & WHITE (GROSS)	BLACK & WHITE (NET)	FULL COLOR ADDITIONAL \$300.00 PER ZONE	COLOR (NET)
FULL PAGE	\$2,771.85	\$2,356.07	+ \$1,200.00	\$3,556.07
½ PAGE	\$1,358.13	\$1,146.42	+ \$1,200.00	\$2,346.42
¼ PAGE VERTICAL	\$687.22	\$584.13	+ \$1,200.00	\$1,784.13
1/8 PAGE	\$330.22	\$281.00	NOT IN COLOR	NOT IN COLOR



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SPECIAL POSITIONS RATES

TYPE OF PAGE	SIZES IN INCH 4 COLOR	GROSS (OPEN RATE)	NET	CONDITIONS
Junior page (Front cover)	60"	\$3,300.00	\$2,805.00	Prices includes advertise in 2 different zones at the same time. But not the 2 weeks sequentially.
Back page (Outside back cover)	108.70"	\$3,800.00	\$3,230.00	Prices includes advertise in 2 zones at the same time. If you buy 1 zone in 2 different dates you can have the 2 insertions but not secuentially.

Front Cover

Back Cover



The Most Popular Newspaper for Hispanics in New York Since 1988.

IMPORTANT FACTS TO

GET TO **KNOW**...



- We customize the placing of the news and the advertising according to the interest of each zone along the cities we run in New York.
- That is why we edit 4 different Newspapers with the news that matters to each of the 4 zones we cover: Nassau, Suffolk, New York City and New Jersey.
- We honor 15% commission to any recognized Advertising Agency.
- **Rates are Gross.**
- So, please deduct your commission before writing us a check.
- **Rates do not apply for Classified Section**
- Classified Section rate starts from \$50.00 per inch and per zone
- **Inserts must be one week prior on our Print Facilities**
- **Deadlines for receiving Insertion Orders / Artworks:**
For Long Island Counties (One Friday prior to the running date, apply to materials too.)
- For NYC or New Jersey Editions
(Early on Monday prior to the running date, apply to materials too.)

DEMOGRAPHICS - PRINT COPIES OUR READERSHIP

HISPANIC DEMOGRAPHICS FOR NEW YORK

Population By Gender	Man	Women	Total
Hispanic or Latino	1,684,188	1,732,734	3,416,922

DEMOGRAPHIC DATA OF OUR READERS

Gender	Age Range	Income	Household Income
Woman	12-65 years old	\$8,000 - \$25,000	\$17,000 - \$60,000
Men	15-70 years old	\$8,000 - \$40,000	\$17,000 - \$65,000

HOW MANY COPIES DO WE PRINT?

25,000

12,500 Long Island (Nassau & Suffolk Counties)

12,500 New York City and a good part of New Jersey

OUR READERSHIP:

25,000 x 3.5 = 87,500

READERS BY NATIONALITY

Countries	Percent %
El Salvador, Guatemala, Honduras, Costa Rica & Panama	60%
México	15%
Colombia, Venezuela, Argentina, Chile, Ecuador, Perú,	10%
Cuba, Hayti, Rep. Dominicana, Puerto Rico and other Caribbeans	10%
Asia, China, Greece, Spain, and others	5%



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DIGITAL BANNERS RATE CARD

Page Size / Pixels	Hiper link to the client's Web or to the online version Ad Cost Per Month	Hiper link to the client's Web or to the online version Ad Cost per Six Month
300 x 600 Fixed impression	\$300	\$1,500
300 x 200 Rotative impression	\$200	\$1,000
Published Report	\$500	The Report is permanently in the Blog files
Flash Report / Rotative Banner	\$125	This is a rotative banner. To run a full Page, you can choose office hours.

THIS IS OUR WEB SITE
YOU MUST CHOOSE THE EDITION
YOUR WANT TO RUN INTO
www.latribunahispana.com

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Posts | Comments

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The largest Spanish language weekly newspaper in the East Coast.
El periódico semanal en español más grande de la costa este.

Ciencia Y Tecnología Cultural Deportes Economía EE.UU En Guerra El Salvador Encuestas
Entretenimiento Inmigración Internacionales El Mundo Latinoamérica Long Island Nacionales

News | New Jersey | New York City | Opinion

Consulado Salvadoreño lanza programa de repatriación de fallecidos, pero aclara que nada tiene que ver con el negocio "Repatriación Centroamericana"

By Luis | August 24, 2016 | El Salvador, Long Island | No comments



Miguel Alas Sevillano, Cónsul de El Salvador en Long Island, NY.

Durante el lanzamiento de un programa de repatriación de sus con-nacionales fallecidos, Miguel Alas Sevillano, Cónsul de El Salvador en Long Island, negó que el consulado tenga una vinculación con la empresa "Repatriación Centroamericana", que se dedica al negocio de envío de fallecidos a El Salvador, a raíz de la denuncia de algunos salvadoreños que han estado recibiendo llamadas de la empresa.

Por: Francisco Manrique / LTH
El Consulado de El Salvador en Long Island, Nueva York, decidió el lanzamiento de un programa de repatriación de sus con-

Versión E-Paper



CLIC AQUI

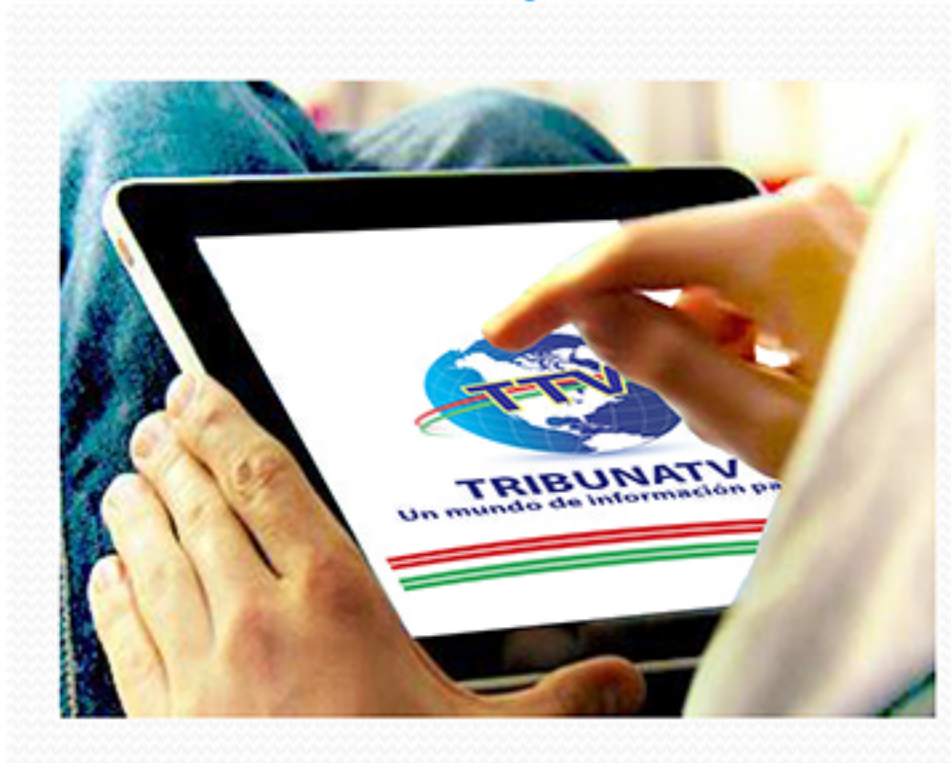
Recibe noticias de última hora Ingrese su email **Suscribime**

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Tribuna TV

TribunaTV is an application to watch TV (Hispanic contents) which is available for tablet, iphone, android, computers and all kind of smart devices.

Further information and Rates under request



The Most Popular Newspaper for Hispanics in New York Since 1988.

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NASSAU COUNTY, NY



CITIES

- | | |
|---------------|---------------------|
| 1 Baldwin | 12 Lynbrook |
| 2 Carle Place | 13 Manhasset |
| 3 Freeport | 14 Mineola |
| 4 Glen Cove | 15 Oceanside |
| 5 Glen Head | 16 Port Washington |
| 6 Great Neck | 17 Roosevelt |
| 7 Hempstead | 18 Rockville Center |
| 8 Hewlett | 19 Roslyn |
| 9 Hicksville | 20 Uniondale |
| 10 Inwood | 21 Westbury |
| 11 Long Beach | 22 West Hempstead |

SUFFOLK COUNTY, NY



CITIES

- | | | | | |
|-----------------|-------------------|-------------------|------------------------|-----------------|
| 1 Bay Shore | 6 Farmingdale | 11 Islip Terrace | 16 Port Jefferson Sta. | 21 West Hampton |
| 2 Brentwood | 7 Huntington Sta. | 12 Lindenhurst | 17 Ronkonkoma | |
| 3 Central Islip | 8 Huntington. | 13 Medford | 18 Riverhead | |
| 4 Coram | 9 Islandia | 14 Patchogue | 19 Shirley | |
| 5 Copiague | 10 Huntington Bay | 15 Port Jefferson | 20 South Hampton | |



NEW YORK CITY

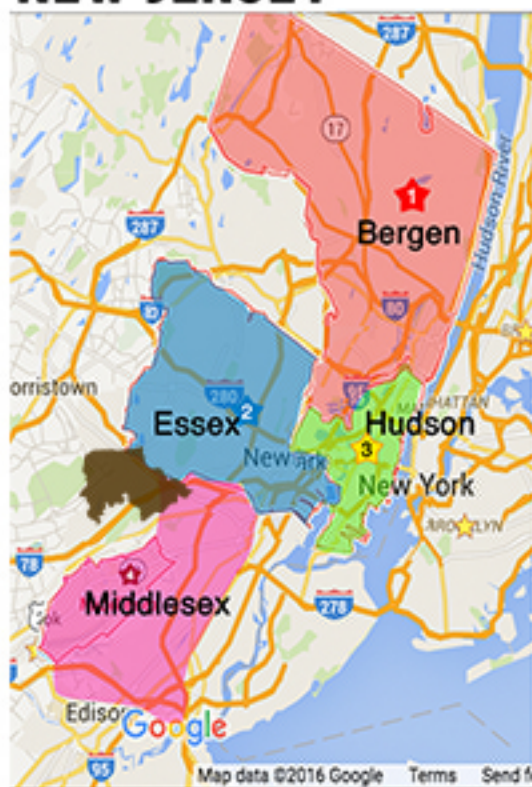


COUNTIES

- 1 Brooklyn
- 2 Bronx
- 3 Queens
- 4 Rockland
- 5 Westchester

• County Cities List By Request

NEW JERSEY



COUNTIES

- 1 Bergen
- 2 Essex
- 3 Hudson
- 4 Middlesex
- 5 Union

• County Cities List By Request



The Community's Voice & Thought Newspaper Since 1988

Local brands working with us



Dr. Todd Rotwein



"Our podiatry office has been happily advertising with La Tribuna Hispana for over 20 years. We have found it to be the most effective way to reach patients in the Hispanic community.

The printed newspaper is widely circulated so we get many calls from people all over Long Island with foot issues. The LTH staff is also very responsive to the needs of our office so that we can get the most from our advertising investment. Thank you, La Tribuna Hispana USA, for helping us help others!"

Todd Rotwein DPM, PC.

ARDITO LAW FIRM, PC

1-855-R-ARDITO 1-516-531-7007
1-855-727-3486

LESIONES PERSONALES



RAYMOND ARDITO, ABOGADO

ATENCION al conocer su caso
Su caso merece el mejor abogado
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EXPERIENCIA EN SU COMUNITARIOS CASO
Especialistas en Ley por el Estado de Nueva York y el Estado de Nueva Jersey.

DETERMINACION EN SU CASO
Cada caso merece el mejor abogado para usted, desde el momento de la lesión.

Llegamos a su casa y al hospital
Libre las 24 horas, 7 días de la semana

Hablamos Español
Su Estado Legal No Importa
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- Accidentes de Autos
- Asaltos y Delitos Violentos
- Mala Práctica Médica
- Heridas Catastróficas
- Resbalones y Caídas



NO COBRAMOS SI NO GANAMOS

ARDITO LAW FIRM, P.C. 1035 Franklin Avenue, Suite 204 - Garden City, NY 11530 www.arditolawfirm.com

"I have been advertising in La Tribuna for the last 3 years. During that time, many clients have walked into my office with my La Tribuna advertisement in their hand. I am proud to have my business associated with this fine publication."

Ardito Law Firm, P.C.

Call Now:

Advertising Agencies:

1 (888) 900-2811 Ext. 1

Fax: 1 (866) 215-5982

Advertising Representative Contacts

Olga Cardona

National Advertising

Agencies Director

Direct Line: 1 (516) 499-3187

advage@latribunahispana.com

Vanessa Herrador

New York Advertising

Agencies Director

Direct Line: 1 (516) 350-6835

sales5@latribunahispana.com

María Casillas

Customer Service

Direct Line: 1 (516) 855-4831

cs@latribunahispana.com

La Tribuna Hispana USA

P.O. Box 186 · Hempstead, NY 11550

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boost

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WU

ESTO ES UN RECUERDO INVOLVIDABLE PARA MAMA

\$8 \$1000

Motivate

Motivate - San Diego, CA

saber

que puedes llegar adonde quieres junto a tus seres queridos.

PNC BANK

Ethnic Print Media - San Diego, CA

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New York Press Service

Motivate - San Diego, CA

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 viernes 4 de septiembre
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 para fans de todos los edades