

Media Kit



Multimedia Advertising in a Multicultural World

Print/Digital
IdentidadLatina.com
news@identidadlatina.com

Digital Radio
IdentidadLatinaRadio.com
radio@identidadlatina.com

ILRadio.net
Text: 860-2949711

593 Farmington Ave. Hartford, CT Tel: 860-231-9891

IDENTIDAD LATINA

- Local bilingual newspaper published since 2001 and distributed in Hartford, Tolland, Litchfield, Windham, and New Haven Counties.
- Circulation: 10,000 copies reaching over 50,000 readers with over 500 subscribers.

COLUMNS

- | | | |
|---------------------|---------------------|---------------------|
| ·Politics | ·Calendar of events | ·Immigration |
| ·Education | ·Entertainment news | ·Photo gallery |
| ·Arts & culture | ·Sports | ·Jobs classifieds |
| ·Health | ·Autos | ·Travel and tourism |
| ·Local news | ·Woman | ·Obituaries |
| ·International news | ·Interview | |

NEWSPAPER - RADIO - DIGITAL



TARGET AUDIENCE

IDENTIDAD LATINA'S audience is diverse. Our newspaper and radio targets the community that predominantly speaks Spanish as their first language. Global connection targets the 2nd generation of Hispanics, whose first language is Spanish but understand and speak English. Identidadlatina.com targets the younger generation that prefers the internet as their source of information.

IDENTIDAD LATINA SPANISH NEWSPAPER & DIGITAL RADIO STATION

- Age: 24- 70
- Education: High School, College.
- Primary Language: Spanish
- Second Language: English

GLOBAL CONNECTION ENGLISH SUPPLEMENT

- Age: 18-45
- Education: High School, College.
- Primary Language: English
- Second language: Spanish

WWW.IDENTIDADLATINA.COM

WWW.IDENTIDADLATINA.COM

WWW.IDENTIDADLATINARADIO.COM

Up and running since 2002. Identidadlatina.com is one of the first Latino news websites in the state of Connecticut. PDF version of the most recent printed issue is available online.

QUALITY

75% of advertisers generally said newspaper websites advertising was as good or better than other internet sites.

CONTENT

62% of internet users visit online newspapers. Excluding e-mail, the most popular online activities and content categories are national and local news, sports, financial information and entertainment news/things to do.

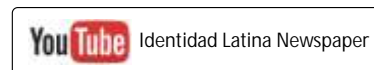
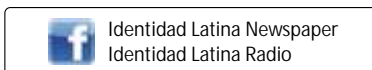
CREDIBILITY

59% of web users agree that online advertising is more believable from a trusted website. The credibility of the newspaper brand extends to the advertiser.

TARGETING

If you want to focus on a particular audience, advertising in an online newspaper is more personal, and more relevant because it is local.

Identidad Latina also shares its website news regularly in our in social media, creating more traffic and visibility to our website 24/7.



IDENTIDAD LATINA STRENGTHS

CREDIBILITY

Identidad Latina holds a high standard of familiarity, acceptance, and respect in the community 17 years of continuous publication.

REACH

We deliver our content through various platforms – Digital, Print, Radio – Our reader fully experience our brand in all of its dimensions.

FLEXIBILITY

We work with our clients to design and ensemble the multimedia package that better fits their needs and budget.

HISPANIC GROWTH IN THE USA

1/6 Adults in the USA Is Hispanic

There are more than 55 million of Hispanic in the USA. A Growth of 46.3% over the last decade. Including 11 million of Hispanics not registered in the census.

3 Million Hispanic Businesses

Hispanic-Owned businesses are growing three times faster than general market

Spanish Language

Spanish is the most spoken non-English language in the U.S; and the third most used language on the web.

U.S. Hispanics are early adapters of mobile technology

Hispanics are using mobiles devices more than other groups in the U.S. 80% Hispanics age 18-49 use their devices to connect to internet. In comparison to other groups, Hispanics are using more often their smartphones to realize transactions and share campaigns.

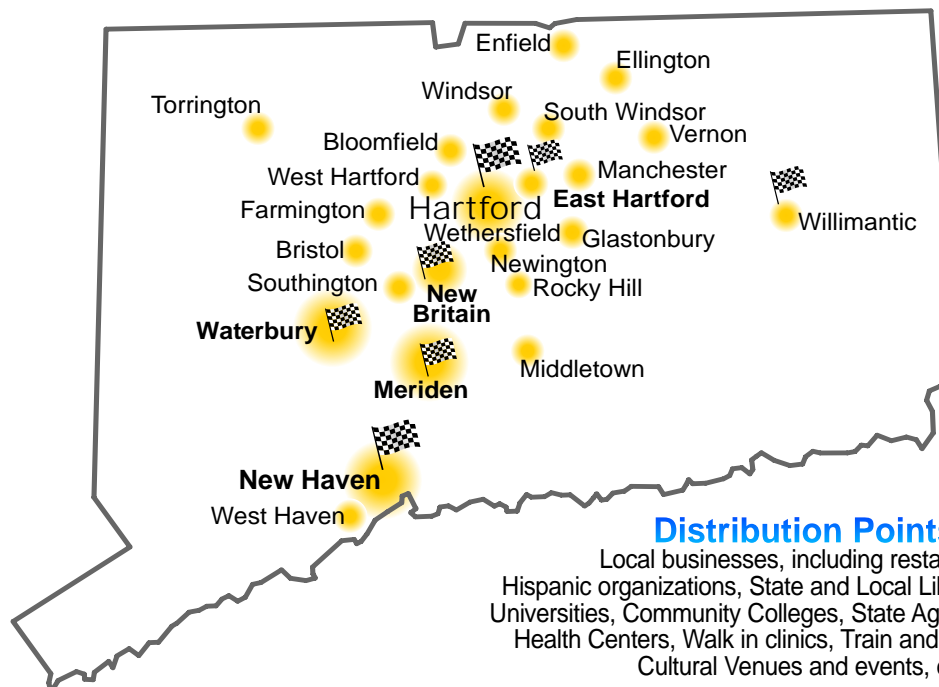
CONNECTICUT NEWSPAPER DISTRIBUTION

Know where your Advertising Dollar is going

Be an informed buyer! Know exactly where your money is being spent.

Major cities

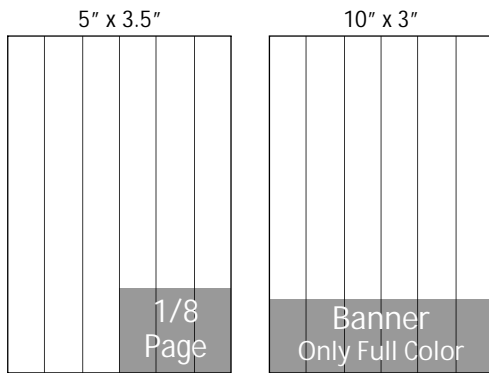
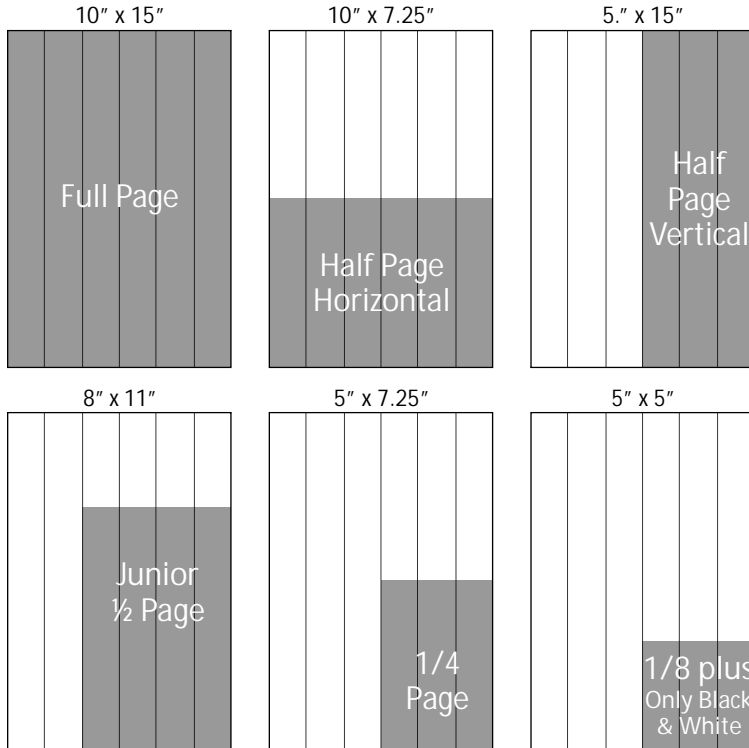
Hartford	25%
New Haven	11%
New Britain	9%
Waterbury	8%
Meriden	7%
East Hartford	7%
Willimantic	6%
Manchester	3%
Torrington	3%
Bristol	3%
Newington	2%
West Haven	2%
West Hartford	2%
Wethersfield	1%
South Windsor	1%
Glastonbury	1%
Windsor	1%
Rocky Hill	1%
Enfield	1%
Ellington	1%
Vernon	1%
Bloomfield	1%
Farmington	1%
Southington	1%
Middletown	1%



Distribution Points

Local businesses, including restaurants, Hispanic organizations, State and Local Libraries, Schools, Universities, Community Colleges, State Agencies, Hospitals, Health Centers, Walk in clinics, Train and Bus Terminals, Cultural Venues and events, etc.

DISPLAY ADVERTISING PRINT



MECHANICAL REQUIREMENTS

Standard Page Size, Full Page 6c x 15.5 inches including bleeding

- 1 column.....1.70 inches
- 2 column.....3.42 inches
- 3 column.....5.10 inches
- 4 column.....6.80 inches
- 5 column.....8.50 inches
- 6 column.....10.25 inches

RATE CARD

FULL COLOR PAGE

Including + 25%	
Sizes	Price
Full Page: 10" x 15"	\$ 1,525.00
Half Page Horizontal: 10" x 7.25"	\$ 763.00
Half Page Vertical: 5" x 15"	\$ 788.00
Junior 1/2 Page: 8" x 11" SPECIAL SIZE	\$ 1,157.00
1/4 Page: 5" x 7.25"	\$ 373.00
1/8 Page: 5" x 3.5"	\$ 190.00
Banner: 10" x 3" SPECIAL SIZE	\$ 380.00

RATE CARD

BLACK & WHITE

Sizes	Price
Full Page: 10" x 15"	\$ 1,220.00
Half Page Horizontal: 10" x 7.25"	\$ 610.00
Half Page Vertical 5" x 15"	\$ 630.00
Junior 1/2 Page: 6" x 11" SPECIAL SIZE	\$ 925.00
1/4 Page: 5" x 7.25"	\$ 298.00
1/8 plus: 5" x 5"	\$ 210.00
1/8 Page: 5" x 3.5"	Flat Rate \$ 145.00

SPECIAL SECTIONS



2017

Reservation
deadline

3/6/17	March 9	SALUD Y MUJER / HEALTH & WOMAN
4/3/17	April 6	EDUCACION / EDUCATION
7/17/17	July 6, 20	ANIVERSARIOS PATRIOS / PATRIOTIC ANNIVERSARIES
8/7/17	August 10	EDUCACION / EDUCATION
9/25/17	September 28	HERENCIA HISPANA / HISPANIC HERITAGE
10/23/17	October 26	POLITICO / POLITIC
11/6/17	November 9	SALUD Y NUTRICION / HEALTH & NUTRITION
12/4/17	December 7	HOLIDAYS

2018

Reservation
deadline

3/5/18	March 8	SALUD Y MUJER / HEALTH & WOMAN
4/2/18	April 5	EDUCACION / EDUCATION
7/2/18	July 5, 19	ANIVERSARIOS PATRIOS / PATRIOTIC ANNIVERSARIES
8/6/18	August 9	EDUCACION / EDUCATION
10/22/18	October 25	POLITICO / POLITIC
11/5/18	November 8	SALUD Y NUTRICION / HEALTH & NUTRITION
12/3/18	December 6	HOLIDAYS



REGULAR PRICES RADIO COMMERCIAL 2017 / 2018

REGULAR PRICE PER SPOT: 30 SEC.

- THREE MONTHS CONTRACT: _____ \$15.00-
- SIX MONTHS CONTRACT: _____ \$12.00-
- TWELVE MONTHS CONTRACT: _____ \$10.00-

REGULAR PRICE PER SPOT: 60 SEC.

- THREE MONTHS CONTRACT: _____ \$17.00-
- SIX MONTHS CONTRACT: _____ \$15.00-
- TWELVE MONTHS CONTRACT: _____ \$12.00-

All rate are net prices

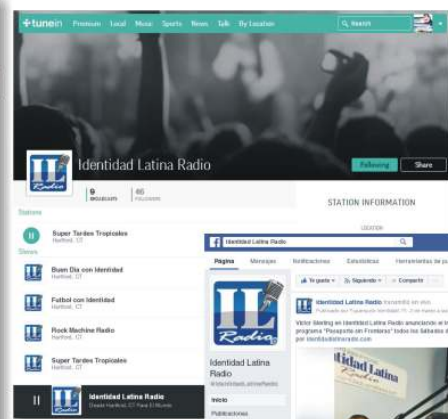
Core Audience: Adult (Ages 25 - 64). Special features such as: Shows Sponsorship, Events, News and weather Sponsorship, and Air Time are available. Contact your sales agent about all options.

Email: Radio@IdentidadLatina.com



WWW.ILRADIO.NET

Download the App Tunein and look for Identidad Latina Radio



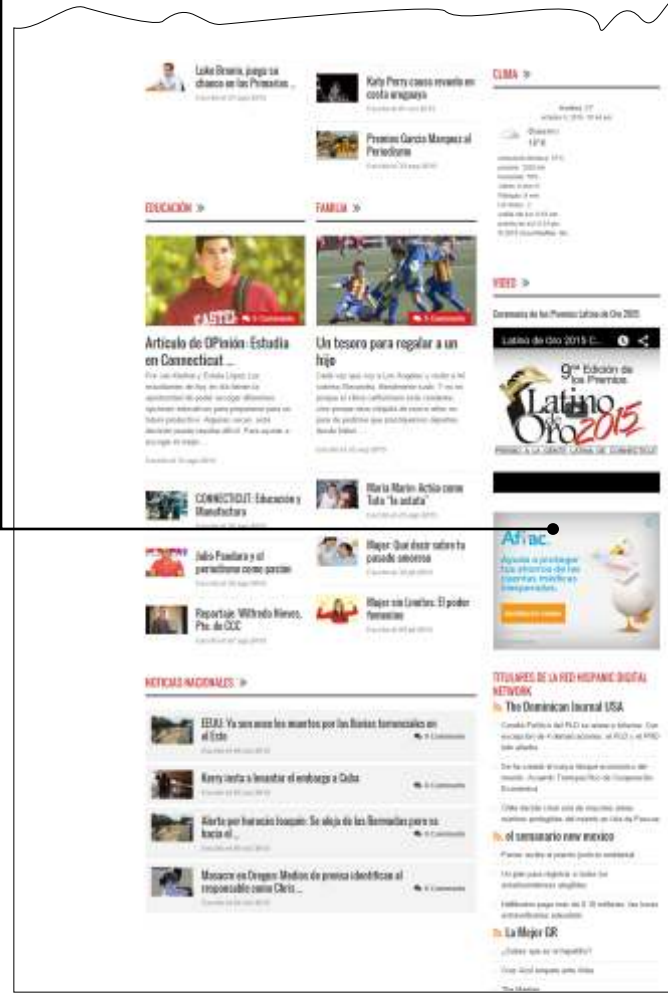
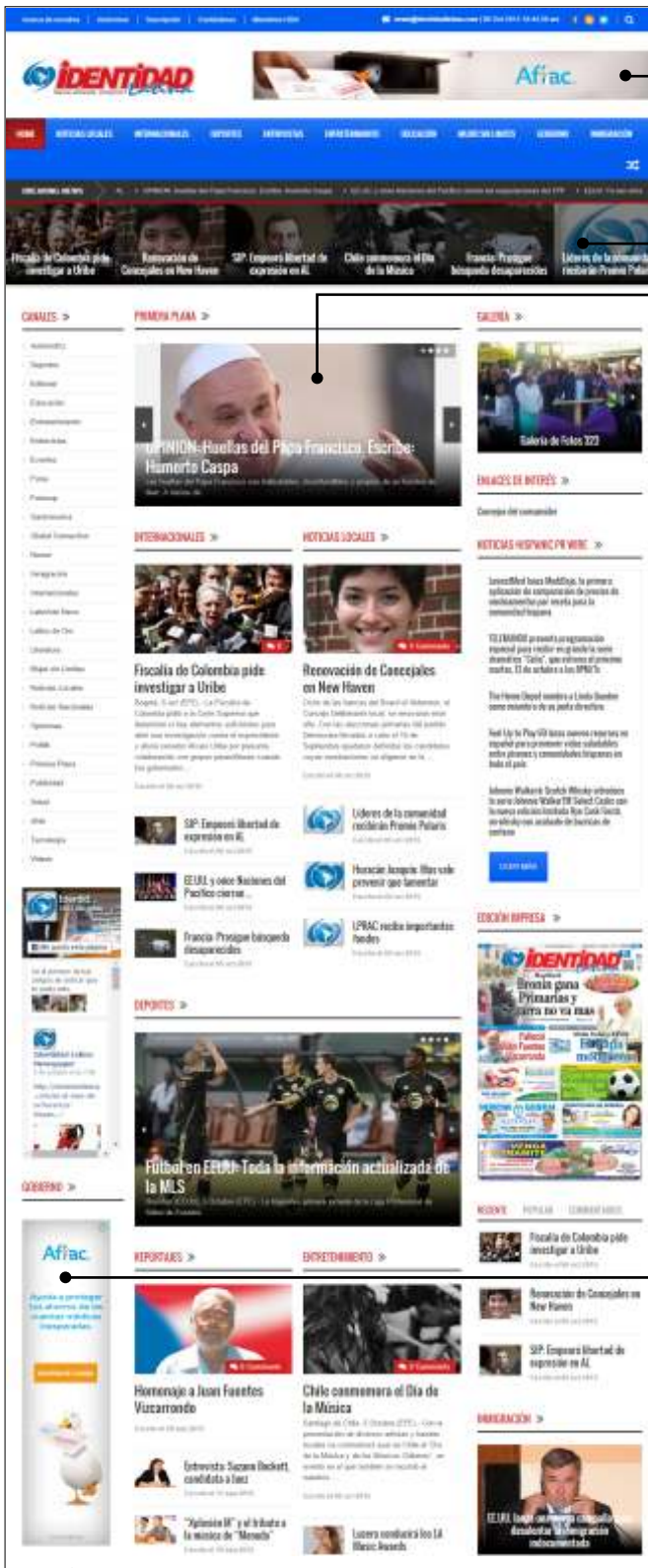
WWW.IDENTIDADLATINA.COM

IDENTIDADLATINA.COM ADVERTISING

Our website contains complete local, regional, national and world news, along with deep information fed by a Hispanic Digital Network.

Advertising options include a click-through report.

- Top Banner (728 x 90):..... \$710.00 per month
- Slide show small (200 x 150)..... \$100.00 per week
- Slide show Large (500 x 300):..... \$200.00 per week
- Vertical Banner (120 x 600):..... \$550.00 per month
- Box Ad (300 x 250):..... \$630.00 per month



VISITORS OVERVIEW

Page views	39,200
Visits	32,000
Unique Visitors	31,600
Pages/Visit	1.80
Mobile Visits	20%

* Avg. Visit duration: 01:30 mins

ADVERTISING POLICIES AND SPECIFICATIONS

PRODUCTION

Design, typesetting, translation and artwork are subject to extra charged. Talk to your account executive for prices.

ARTWORK SPECIFICATIONS

- We accept ad materials
- Via email (PDF, JPEG file)
- Electronic files (CD)
- Digital format (JPEG, TIFF, PSD)

PREMIUM POSITION RATES

- Inside Front Cover 25%
- Inside Back Cover 20%
- Back Cover 50%

PREPRINTS/FSI

- 10,000 minimum (letter size maximum)
- FSI.....\$58.00
 - 4 page Tab.....\$60.00
 - 6 Page Tab.....\$62.00
 - 8 Page Tab.....\$64.00

CANCELLATIONS

All cancellations must be place 5 days prior to publication. There will be a %50 charge on ads canceled after this date.

BILLING

Advance payment for initial insertion is required. For subsequent insertions we will invoice 15 business days net after publishing date. If you require additional days for payment, please talk to your account executive.

Payment not received within the grace period of publication date will revert account to cash basis rates. Interest will also accrue on 2.9% per month.

MAILING ADDRESS:

Insertions must be delivered to Identidad Latina at 593 Farmington Ave Hartford, CT 06105 no later than one week prior to insertion. The hours for receiving are Monday through Friday 10:00 am to 4:00 pm.

Payments must be sent to Identidad Latina LLC at P.O. Box 330295 West Hartford, CT 06133.

ADVERTISING RATE POLICIES:

Publisher reserves right to adjust rates at any time.

We reserve the right to decline or reject any advertisement for any reason, including, but not limited to, that the advertising is unlawful, defamatory, offensive or otherwise unsuitable.

DISPLAY ADVERTISING CALENDAR

- Deadline for ads that require translation and design is Monday morning, on the week of publication.
- Deadline for ads ready to be published is 8:00 am, Tuesday on the week of publication.

2017

 Published dates

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Editions: 354 - 355

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Editions: 356 - 357

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Editions: 358 - 359

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Editions: 360 - 361

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Editions: 362 - 363

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Editions: 364 - 365

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Editions: 366 - 367

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Editions: 368 - 369

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Editions: 370 - 371

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Editions: 372 - 373

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Editions: 374 - 375

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Editions: 376 - 377

 Published Dates

 SUPPLEMENTS

March 9	SALUD Y MUJER / HEALTH & WOMAN
April 6	EDUCACION / EDUCATION
June 8	ANIVERSARIO IDENTIDAD LATINA ANNIVERSARY
July 6, 20	ANIVERSARIOS PATRIOS / PATRIOTIC ANNIVERSARIES
August 10	EDUCACION / EDUCATION
September 14	HERENCIA HISPANA / HISPANIC HERITAGE
October 26	POLITICO / POLITICAL
November 9	SALUD Y NUTRICION / HEALTH & NUTRITION
December 7	HOLIDAYS

DISPLAY ADVERTISING CALENDAR

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2018

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Editions: 378 - 379

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

Editions: 380 - 381

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Editions: 382 - 383

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Editions: 384 - 385

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Editions: 386 - 387

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Editions: 388 - 389

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Editions: 390 - 391

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Editions: 392 - 393

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Editions: 394 - 395

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Editions: 396 - 397

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Editions: 398 - 399

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Editions: 400 - 401

Published Dates

SUPPLEMENTS

March 8	SALUD Y MUJER / HEALTH & WOMAN
April 5	EDUCACION / EDUCATION
July 5, 19	ANIVERSARIOS PATRIOS / PATRIOTIC ANNIVERSARIES
August 9	EDUCACION / EDUCATION
October 25	POLITICO / POLITIC
November 8	SALUD Y NUTRICION / HEALTH & NUTRITION
December 6	HOLIDAYS

SOME DISTRIBUTION PLACES

Bristol

Big Lots 1235 Farmington Ave.
Sanchez Multiservices 170 Riverside Ave.
Bristol Public Library 5 High St.
Bristol City Hall 1111 N. Main St.

East Hartford

Ctown Supermarket 442 Main St.
Pielyn Jr. Restaurant 860 Main St.
Michael's Bakery 912 Main St.
King Donnuts 1165 Main St.
Mega Radio 135 Burnside Ave.
PiscoSour Pielyn Jr. Café 212 Burnside Ave.
Star Supermarket & Deli 583 Burnside Ave.
Goodwin College 23 Crosby St.

Hartford

Hispanic Health Council Inc 175 Main St
Institute For Hispanic Family 61 Wadsworth St.
Consulado del Perú 19 High St
Hartford Public Library 500 Main St
Hartford City Hall Information 550 Main St
C Town Supermarket 165 Wethersfield Ave
Community Renewal Team Inc 395 Wethersfield Ave
Casona Restaurant 681 Wethersfield Ave
Community Renewal Team 261 Locus St.
Parrillas y Sabores Rest. 342 Franklin Ave
La Fonda Bar Restaurant 269 Franklin Ave
Bravo Supermarket 685 Maple Ave
Piolin Restaurant 417 New Britain Ave
Dollar One 983 New Britain Ave.
SAMA 95 Park St
La Marqueta Supermarket 673 Park St
Sol de Borinquen 605 Park St
La Plaza del Mercado 704 Park St
C Town Supermarket 1744 Park St
7 Eleven 2120 Park St
Family Dollar 190 Farmington Ave.
Community Health Services 500 Albany Ave
Aqui me Quedo II Restaurant 150 Albany Ave
Capital Community College 950 Main St.

Manchester

ShopRite 214 Spencer St.
Diana's Laundry 696 Hartford Rd.
Gread Harvest Bread 805 Main St.
El Mariachi Loco Rest. 697 Main St.
The Bread Box Bakery 856 Main St..
Manchester Hospital 71 Haynes St.

Meriden

Mundo Latino 314 East Main St.
East Main Grocery 80 East Main St.
Ecuarecord 237 East Main St.
Stop Convenience 66 East Main St.
Community Health Center 134 State St.
Broad Street Pizza 977 Broad St.
Pan de Sinai Bakery 47 Colony St.
Metro PCS 162 West Main St.
Old San Juan Restaurant 133 Hanover St.

Middletown

Ecu Express 470 Main St.
Mi Argentina Cuisine 170 Main St.

New Britain

Borinquen Bakery 296 Arch St.
Criollisimo Restaurant 340 Arch St.
Central CT Hospital 100 Grand St.
YWCA 22 Glen St.
New Britain Library 20 High St.
Spanish Speaker Center 29 Cedar St.
Community Health Center 1 Washington Sq.
C-Town Supermarket 47 Main St.
Los Cubanito Grocery 244 North St.
Grove Hill Medical Center 300 Kensington Ave.
Negrira's Restaurant 76 Main St.
Compare Food 72 Broad St.

New Haven

Consulado Ecuador 1 Church St.
City Hall 165 Church St.
New Haven Free Public Library 133 Elm St.
CTown Supermarket 482 Greenwich Ave.
Collado Restaurant 698 Washington Ave.
Fair Haven Community Center 372 Grand Ave.
Panaderia Tapatia 309 Grand Ave.
Envios Mexico 256 Grand Ave.
C Town Supermarket 325 Ferry St.
Rocas Restaurant 560 Ferry St.
Pan del Cielo Bakery Ferry St.
New Haven Medical Care 77 Grand Ave.
West Haven Public Library 220 Elm St. - West Haven

Waterbury

Los Chicos Alegres Market 317 East Main St.
Restaurant Dominicano 315 East Main St.
City Hall 235 Grand St.
Stop & Grocery 352 Walnut St.
La Cazuela Restaurant Willow st y West Main
Silas Bronson Library 267 Grand St.
Latino Market 652 Baldwin St.
Compare Food Int. 155 Thomaston Ave.

West Hartford

Apple tree 480 New Park Ave.
Chifa Nicole's 341 New Park Ave.
West Hartford Library 50 South Main St.
ShopRite 46 Kane St.
Silva Insurance 40 South St.

Willimantic

New Way Dental 886 Main St.
SAMA 872 Main St.
Willimantic Public Library 901 Main St.
Pan de Sinai Bakery 848 Main St.
Windham Town Hall 979 Main St.
Stop & Shop Supermarket 1391 Main St.
Windham Memorial Hospital 112 Mansfield Ave.

Note: You May Also Stop by our office to Pick up a Copy: **593 Farmington Ave. Hartford, CT**
 To find out about other distribution places call us at: **(860) 231-9891**