

MEDIAKIT

2017



 FACEBOOK/LaVisionAtlanta

 TWITTER/LaVisionAtlanta

La
VISION
El Periódico de los Latinos



17 YEARS IN THE MARKET

Since the first edition, published on May 2000, La Vision Newspaper was founded with the mission to serve the Latino Community.

The concept to offer a FREE publication with the latest Local, National and International news have been worthy.

Under this criteria. La Vision have grown in number of copies, pages and distribution places.

Founded, owned and managed by Latinos, through all these years, La Vision has developed very close ties with Latino readers. Many consider La Vision Newspaper as a powerful tool for the Latino Community to rise their voice and concerns in a political, social and economic arena.



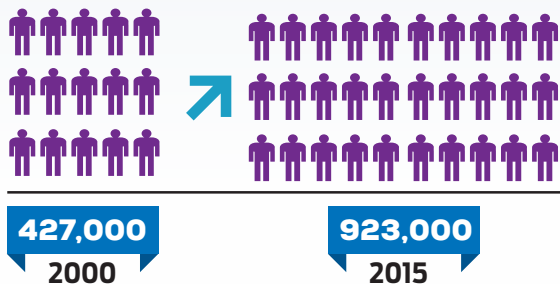
In 2016, Georgia Secretary of State recognized La Vision Newspaper as an Outstanding Business.

LA VISION GROWTH FROM 2000-2017

- From 10,000 copies to 30,000.
- From 20 pages to 48 in 2016.
- From 5 to 12 sections

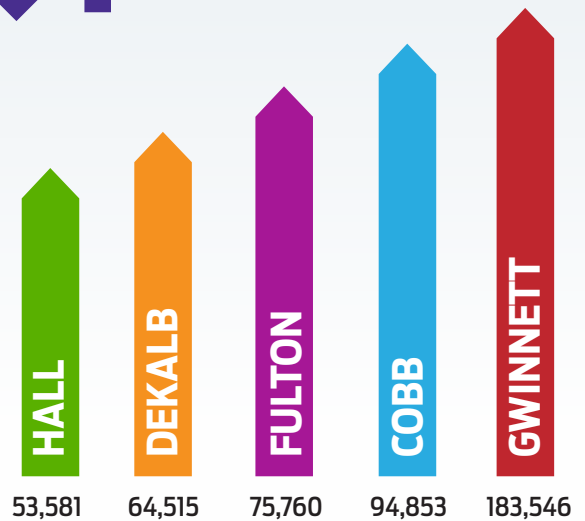


➤ Latinos in Georgia grew from 427,000 in 2000 to *923,000 in 2015



*Selig Center for Economic Growth

➤ * Counties with largest Latino population in Georgia:



*Census.gov

**OUR READERS
ENJOY EVERY
SECTION**

LOCAL & REGIONAL NEWS

NATIONAL

REGIONAL

MEXICO

LATIN-AMERICA

INTERNATIONAL

SPORTS

HEALTH LIFE

ENTERTAINMENT

COLUMNIST

CONTESTS

CONSUMER



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.



**DIGITAL
PLATFORM**

1

Web Page



2
Electronic
Edition

3
Social
Media



4
Smart
Phones
Apps

GET RESULTS!

Together with our print copies, we also reach Latinos in Georgia through interactive and social media increasing our advertisers return of investment with our E-Edition, Web Page, Facebook, Twitter, Youtube and Smartphones Applications.



4

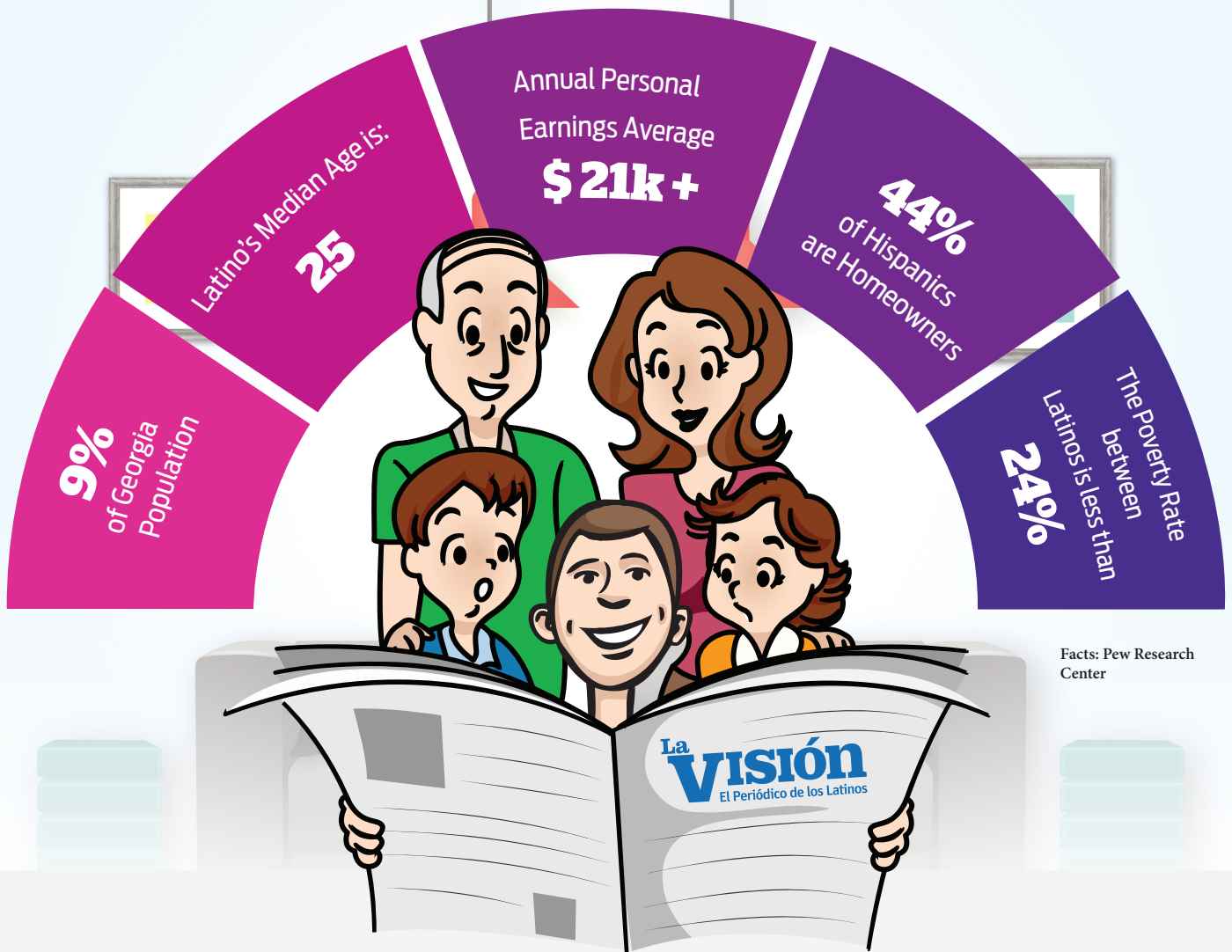


AS LATINOS, WE KNOW OUR CLIENTS' CORE TARGET CONSUMER AUDIENCE.



Every month we publish special supplements with specific topics that offer the opportunity to advertise your service or business directly to your target market





Facts: Pew Research Center

FACTS ABOUT LATINOS IN USA

➤ *BIGGER SPENDERS

Nielsen's Share of Wallet Study found that Hispanic consumers are spending more money per visit on average, while making as many -if not more- shopping trips per month.

Hispanics spend at least \$10 more per visit than the total market (Hispanic and non-Hispanic combined) on all forms of consumer package goods (CPG)

➤ **HISPANICS REPRESENTS ALMOST 18% OF THE U.S. POPULATION

Almost 57 million strong, Hispanics represent almost 18% of the U.S. population, and they are expected to continue showing growth reaching 20% of the population by 2040 and 29% by 2060

Credit: Nielsen fifth report on the Latino consumer in the annual Diverse Intelligence Series.

*Census.gov

** Selig Center for Economic Growth.



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

51
CITIES

1750
POINTS OF DISTRIBUTION

20
COUNTIES



- 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
- CARROLLTON
- LITHIA SPRINGS
- VILLA RICA
- MABLETON
- LOGANVILLE
- STATHAM
- TUCKER
- UNION CITY
- WINDER
- WOODSTOCK
- FAYETTEVILLE
- CANTON
- MORROW
- STOCKBRIDGE
- MCDONOUGH
- KENNESAW
- LITHONIA
- STONE MOUNTAIN

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)

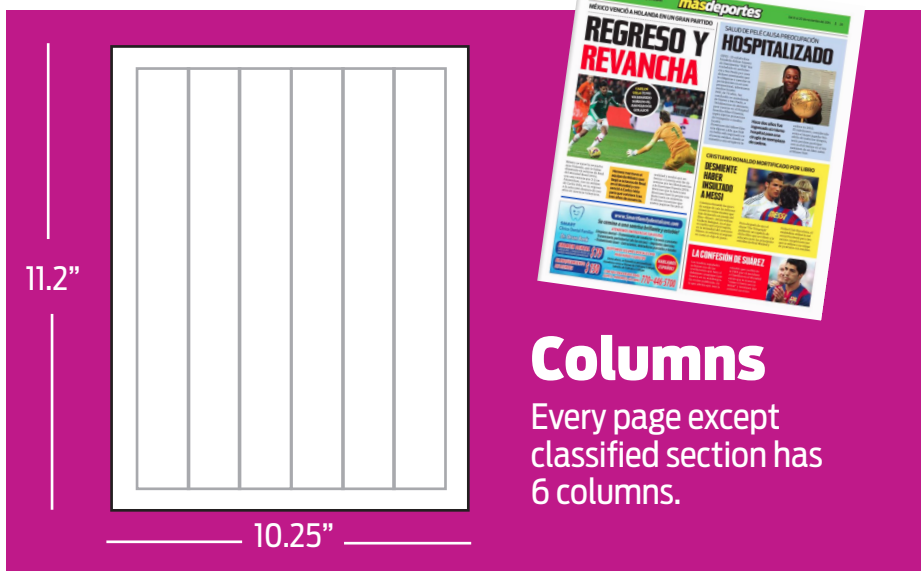
10.25" x 1.68"

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.



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

Platform:  MacOS  PC

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 LATINOS' NEWSPAPER



LET'S STAY IN TOUCH!

Download our app
FOR IPHONE AND ANDROID



Contact us:

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clasificados@lavisionnewspaper.com

 **LaVisionAtlanta.com**

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 www.twitter.com/LaVisionAtlanta

