

La Tribuna Hispana USA[®]

The Community's Voice & Thought Newspaper Since 1988



Advertising Agencies Media Kit 2017 - 2018

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

CONTACT US:

Advertising Agencies:

1 (888) 900-2811 Ext. 1

E- Mail: advage@latribunahispana.com

Customer Service

Tel.: 1 (888) 900-2811 Ext.2

Fax.: 1 (866) 215-5982

www.latribunahispana.com

P.O. Box 186 Hempstead, NY 11550.

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

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.



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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 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.)

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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La Tribuna Hispana USA[®]

Voz y Pensamiento de la Comunidad

4
Over 171,500
Readers Every Week
Certify by
CIRCULATION
VERIFICATION
COUNCIL

Suffolk Edition

Año 10 · Edición 2 · Marzo 29 - Abril 4, 2017

www.latribunahispana.com

LA TRIBUNA HISPANA USA
STRIP AD VERTICAL 1.90" X 3.75"

LA TRIBUNA HISPANA USA
STRIP AD VERTICAL 1.90" X 3.75"

LA TRIBUNA HISPANA USA

JUNIOR PAGE 8.00" X 7.50"

LA TRIBUNA HISPANA USA

1/4 PAGE (HORIZONTAL FRONT PAGE 4 COLOR) 10.00" X 2.50"

La Tribuna Hispana USA[®]

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LA TRIBUNA HISPANA USA

FULL PAGE 10.00" X 10.87"

La Tribuna Hispana USA[®]

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CLASSIFIEDS SECTION: Submit your text

<p>Enseñanzas / Classes</p> <p><small>CL734</small> Long Island Beauty School en Nassau y Suffolk te convierte en toda una profesional de la cosmetología</p> <p>Ven y experimenta un plan de estudio profesional y muy completo en peluquería, maquillaje, uñas, cuidado de la piel, depilación con cera, etc. Ofrecemos clases de día y de noche, completamente en español. Para tu conveniencia tenemos dos escuelas: En 173A Fulton Avenue - Hempstead, NY 11550 y en 544 Route 111 - Hauppauge, NY 11788</p>  <p>(516) 483-6259 (631) 724-0440 www.longislandbeautyschool.com</p>	<p>Income Taxes / Taxes Filed</p> <p><small>CL731</small> Llene sus taxes durante todo el año con los profesionales en Hempstead, NY:</p> <p>Reciba la atención experta y personalizada de un profesional de taxes local e independiente. Traiga sus W2 y otros formularios a ServiTax de Hempstead, 288 Fulton Avenue, Hempstead, NY 11550.</p>  <p>(516) 483-0310 (516) 483-7542 osea_online@yahoo.com</p>	<p>Salon de Belleza & Spa / Beauty Salon & Spa</p> <p><small>CL736</small> ¿Pérdida de cabello? Cabello delgado? En Svetnadia Salon Hair Extensions le tenemos la solución y le cambiamos su vida. Hair replacement, hair pieces, toupees, wigs, custom made wings for chemotherapy patients. We sell all types of hair 100% Real. Llame a Krystal al (917) 468-6453 y haga su cita. Los esperamos en el 149 Jericho Tpk - Mineola, NY 11501</p>  <p>(917) 468-6453</p>
<p>Escuela de Manejo / Driving School</p> <p><small>CL733</small> All Nations Driving School Ofrecemos: 5 Horas de</p>	<p><small>CL887</small> Haga sus taxes con expertos en Centro Latino Multiservice Inc. en Hempstead, NY:</p> <p>Hacemos sus taxes durante todo el año. Tramitación ITIN (Número de Identificación Tributaria). Traducciones, notalizaciones, seguro de</p>	<p>Salud / Health</p> <p><small>CL732</small> ¿Perdió sus dientes? ¿Le faltan dientes? ¿Necesita frenillos? Visite a la Dra. Carla Blain para que le ayude en Westbury Dental en Westbury, NY</p> <p>Odontología general y cosmética. Parciales flexibles de silicona. Hacemos coronas en USA.</p>

LA TRIBUNA HISPANA USA

1/4 PAGE (VERTICAL IN B/W) 4.90" X 5.50"

LA TRIBUNA HISPANA USA

HALF PAGE (VERTICAL) 4.90" X 10.87"

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LA TRIBUNA HISPANA USA

HALF PAGE (HORIZONTAL) 10.00" X 5.27"

LA TRIBUNA HISPANA USA

1/8 HORIZONTAL 4.90" X 2.50"

LA TRIBUNA HISPANA USA

STRIP AD HORIZONTAL 4.90" X 2.50"

LA TRIBUNA HISPANA USA

1/4 PAGE (VERTICAL IN COLOR PAGE)
4.90" X 5.42"

La Tribuna Hispana

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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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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



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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 | |



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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



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
YOU WANT TO RUN INTO

www.latribunahispana.com

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La Tribuna Hispana **USA**

Para anunciarse llamar al **1-888-900-2811**

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

Regiones 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

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Recibe noticias de última hora

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

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



Solicite información a:



1-888-900-2811 Ext. 7



sales1@tribunatv.us

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