

La Prensa



LA PRENSA WEEKLY NEWSPAPER

Publication Code: PROHM
Rating: 5 Star
Year Founded: 1989
Target: Hispanic/Latino
Language: English/Spanish
Minority Owned: Yes—Non-profit Corp.
Media Associations: AP

Distribution State: Ohio & Michigan
DMA: Toledo, OH
MSA: Toledo, OH
Audited: Not Requested

1% Paid subscription
0% Paid newstand
95% Controlled
2% Home Delivery
2% Direct mail/Free

Hardcopy Circulation: Weekly
Day Distributed: Wednesday
Hardcopy Circulation: 13,000 w/ 92% pickup

Web Site Activity: Online over 11,000
www.laprensa1.com weekly Visitors averaging
14 hits per visit.

SPECS/DEADLINES

Space: Friday before Tuesday printing
Material: 1 day prior 11 a.m.
Format: Tabloid
Overall page size: (6C) 10.25" x 15.25"
Average # pages per copy: 20

Black & White rates for weekly:

Full page \$1550.00
1/2 (10.25" x 7.5") \$775.00
1/4 (5" x 7.5") \$385.00
1/8 (5" x 4") \$195.00
Business card: \$65.00
Classified: \$15.00 (col inch)
Web site: \$50.00 (per month)
Web link: \$100.00 (per month)

For Guaranteed 4-Color add 20%

One Spot Color add \$100;
*(Discount pricing available for long term accounts);
Hardcopies are distributed in cities of: Toledo,
Lorain, Cleveland, Columbus, Detroit, Adrian, Ann
Arbor, and cities in between. Pricing may vary
depending on distribution modifications.*

MAGAZINE

Ohio & Michigan/ Prices (page 2)
Circulation: Quarterly
Circulation: 20,000

LA PRENSA PUBLICATIONS, d.b.a. LA PRENSA
Mailing Address: La Prensa, P.O. Box 9416, Toledo, OH 43697
www.laprensa1.com or phone: 419-870-6565

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LA PRENSA Quarterly Magazine

—*La Revista*—*Issued Spring, Summer, Fall, & Winter*

—*www.laprensa1.com*

MAGAZINE RATES—All Color:

<u>SIZE/FREQUENCY per</u>	<u>1x</u>	<u>2x</u>	<u>4x</u>	<u>12x</u>
Full Page (4.62" x 7.3")	\$1,000	\$900	\$750	\$600
Half Page (4.62" x 3.62")	\$600	\$540	\$450	\$360
Quarter Page (2.25" x 3.62")	\$300	\$270	\$225	\$180
Eighth Page (2.25" x 1.75")	\$150	\$135	\$115	\$90

Guaranteed Page Position:

Back Cover	Add \$400
Inside Front Cover/Inside Back Cover	Add \$200
Center Left or Right	Add \$100

- **40 percent down** reserves space and balance due upon publication unless prepayment terms waived by La Prensa.
- **20,000 issues** printed and distributed at advertisers and popular Hispanic locations. Ad is part of a glossy, 4-color magazine with shelf-life of at least 3 months.
- **Deadline** is March 1, 2012 for Spring Issue and June 1, 2012 for Summer issue.
[Distributed March 21, 2012 and June 21, 2012 respectively.]

TECHNICAL SPECIFICATIONS:

- Submit digital ads (300 dpi or higher) in pdf, tiff, or jpeg format.
- Email ads to rico@laprensa1.com by Deadline date.
- Ad Design by La Prensa available upon request, at modest cost.
- **Call Nanette (614-571-2051), Rubén (440-320-8221), Adrienne (419-870-2797), Melinda Sánchez (313-729-4435), María Molina (419-242-7744), or for details.**
- *Effective date: January 1, 2012*

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Special Issues for 2012

JAN. 6, 2012	TAX/BUSINESS
FEB. 10, 2012	QUINCEAÑERA/BRIDAL/VALENTINES
MAR. 30, 2012	CESAR CHAVEZ/MUJERES/ LATINO DAY WITH WALLEYES
APR. 13, 2012	HEALTH (<i>April is Minority Health Month</i>)
APR. 27, 2012	CHILDRENS/BOOKS
MAY 4, 2012	CINCO DE MAYO/RESTAURANTS
MAY 11, 2012	MOTHER'S DAY
JUNE 8, 2012	LATINO/HISPANIC FESTIVALS SUMMER EVENTS
JULY 6, 2012	DIRECTORY OF SERVICES/SUPPLIERS
JULY 20, 2012	LATINO SCHOLARSHIP DAY/ PUERTO RICAN CONSTITUTION DAY
AUG. 3, 2012	EDUCATION/BACK TO SCHOOL
SEPT. 14, 2012	HISPANIC HERITAGE MONTH (<i>5 Issues – 9/14 through Oct 12</i>)
OCT. 5, 2012	HEALTH/SENIOR CITIZENS
NOV. 2, 2012	DIA DE LOS MUERTOS
NOV. 16, 2012	THANKSGIVING/BUSINESS
DEC. 7, 2012	GUADALUPE/SEASON GREETINGS

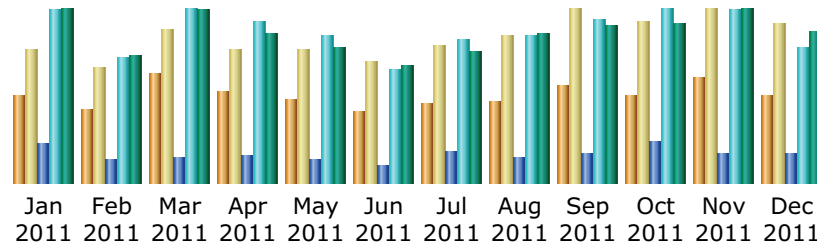
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Web Activity for 2011 @ www.laprensa1.com



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2011	20652	31691	161946	702757	50.23 GB
Feb 2011	17700	27321	96219	513067	35.57 GB
Mar 2011	26221	36760	97848	721272	48.14 GB
Apr 2011	21624	31621	109604	655427	41.33 GB
May 2011	20037	32027	90079	595748	37.89 GB
Jun 2011	17210	28745	71613	459791	32.59 GB
Jul 2011	18687	32978	124452	582072	36.50 GB
Aug 2011	19593	35098	103747	601072	41.43 GB
Sep 2011	23364	43087	117480	660656	43.71 GB
Oct 2011	20938	38734	168682	733674	44.55 GB
Nov 2011	25056	42300	116579	702517	49.22 GB
Dec 2011	20876	37949	119856	548979	41.98 GB
Total	251958	418311	1378105	7477032	503.12 GB

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• **Buy 3 or more Special Issues and receive 1 non-special issue as a BONUS***
Ads in both magazine and newspaper will be discounted 20%.
Effective January 1, 2012