

# La Prensa of Austin

*Austin's Oldest Latino Publication*

**MEDIA KIT 2022**

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# Reach the Latino Market



*One out of four consumer dollars spent in the Greater Austin Area will come from a **Latino**.*

*Can you afford **NOT** to advertise in **La Prensa**?*

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# La Prensa-Austin

*Take the Bilingual Advantage to Reach Beyond  
What Spanish-Only Newspapers Can Deliver*

- **Latina-owned**
- **36 years of community service**
- **Oldest bilingual weekly in Austin**
- **Established in 1986**
- **Distributed FREE to the public**
- \* **Pass along rate: 4.5**
- **Digital-[www.laprensaaustin.com](http://www.laprensaaustin.com)**
- **Bilingual Spanish- English**

# We Target



Upwardly  
mobile  
Latinos who  
take pride in  
their cultural  
roots.



American-  
born US  
citizens and  
registered  
voters



Multigenerational  
Latinos who speak  
both English and  
Spanish in the  
home.



Latinos who  
are new to  
the United  
States.

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# Market overview

- **Socio-Demographic Indicators: Target Reader**
  - **Hispanic Market Ranking (DMA): 22**
    - **Hispanic Population: 327,760**
    - **Hispanic % of Total Population: 35.1%**
  - **Hispanic Median Age vs. 39 of General Market: 25**
    - **Hispanic Household Mean Income: \$41,638**
  - **Hispanic Household Size vs. 2.4 of General Market: 3.4**
    - **Hispanic Purchasing Power: \$3.5 billion**
      - **Hispanic Homeownership: 47%**
        - **Language Spoken at Home**
          - **Spanish Exclusively: 33%**
          - **Bilingual-English preferred: 40%**
          - **Bilingual-Spanish preferred: 27%**
            - **Ethnic Heritage/Origin**
              - 66% Mexican/Chicano
              - 15% Central American
              - 19% Other Hispanic/Latino
    - **Gender: 51% female, 49% male**
      - **56% have children at home.**

# Ad Rates

## DISPLAY ADVERTISING RATES

Regional/National Rate - \$19.00 per Column Inch/Gross

Local Rate - \$15.00 per Column Inch/Gross

Small Business Rate - \$13.50 per Column Inch/

Gross Public Notice, Employment, Real Estate – 50¢ per word/Net

1/8 Page \$225.00 1/4 Page \$472.50 1/2 Page \$945.00 Full Page \$1,890.00

## SPOT COLOR RATE

BLACK + 1 COLOR ..... \$150.00

BLACK + 2 COLORS ... \$250.00

4 COLOR....\$350.00

TRANSLATION English to Spanish is provided at no charge. Some limitations apply.

## FREQUENCY DISCOUNT

03 TIMES - 6%

06 TIMES - 8%

09 TIMES – 10%

12 TIMES – 12%

15 TIMES – 14%

24 TIMES - 16%

36 TIMES or More - 20%

## INSERTIONS

*La Prensa* accepts a minimum of 1000 freestanding inserts. The cost is \$100 per 1000.

## AGENCY COMMISSION

A 15% commission is given to advertising agencies

# Digital Rates

La Prensa continues to grow and build its audience. For this reason, advertising fees are based on a flat rate rather than clicks, with a discount for an annual commitment. Advertising appears throughout the site.

- Banners/Specs

- Leaderboard (728x90).....\$300/mo; \$3,000/yr
  - Rectangle (180x150).....\$200/mo; \$2,000/yr
  - Medium rectangle (300x250).....\$200/mo; \$2,000/yr
  - Wide skyscraper (160x600).....\$200/mo; \$2,000/yr
  - Vertical skyscrapers (120x600).....\$200/mo; \$2,000/yr
  - Bottom full banner (728x90).....\$300/mo; \$3,000/yr
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# Specs/Deadlines

## MECHANICAL MEASUREMENTS

- Printing Process: Web Offset  
Page Size: Broadsheet Format  
Dimensions: 6 Columns X 21" (SAU)  
6 Columns to Page, column width, 1.729" with 1/8" between columns.  
Screen: 65-line screen recommended

## DEADLINES

- Published on Thursday  
Space deadline: Friday, preceding publication Camera Ready: Monday,  
preceding Thursday publication by 5:00 p.m.

## DISTRIBUTION

- LA PRENSA distribution includes mailed subscriptions, press boxes strategically positioned throughout the city, and delivery of bulk copies to stores, racks, governmental agencies and retail locations in Austin and the surrounding areas.

**LA PRENSA—Serving the Greater Austin Community since 1986**

**www.laprensaaustin.com E-MAIL: laprensanews@aol.com**

**Mailing Address: P.O. Box 6504 • Austin, Texas • 78762-6504**

**Telephone: (512) 478-3090**

**Contact: Catherine Vasquez Revilla, Founder**

**Diane Revilla, Publisher**

**Ankit Abhash, Executive Director**

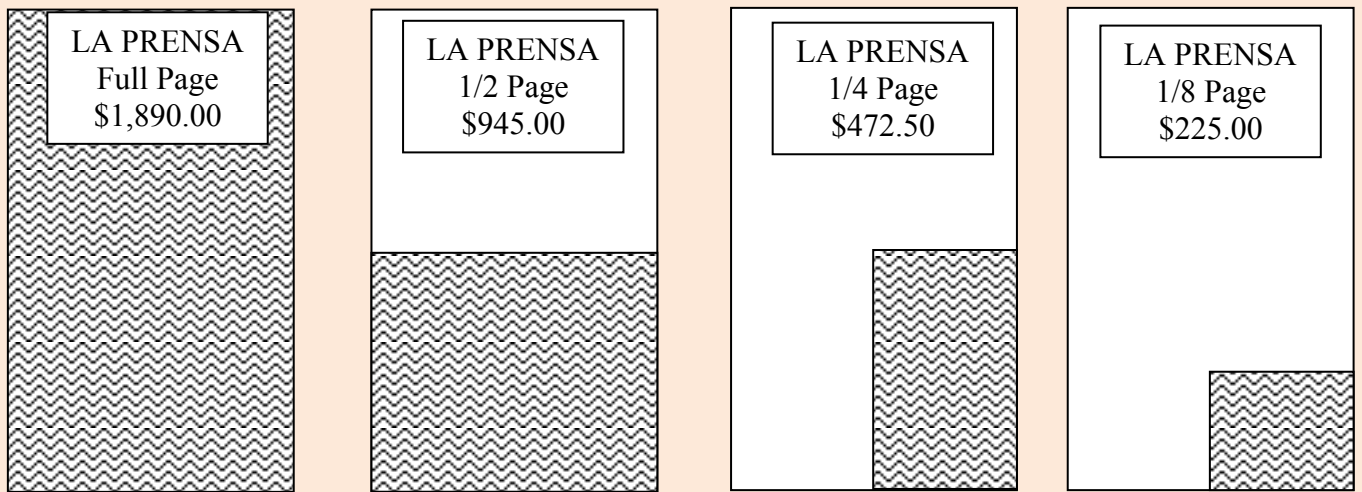


# DISPLAY ADVERTISING RATES

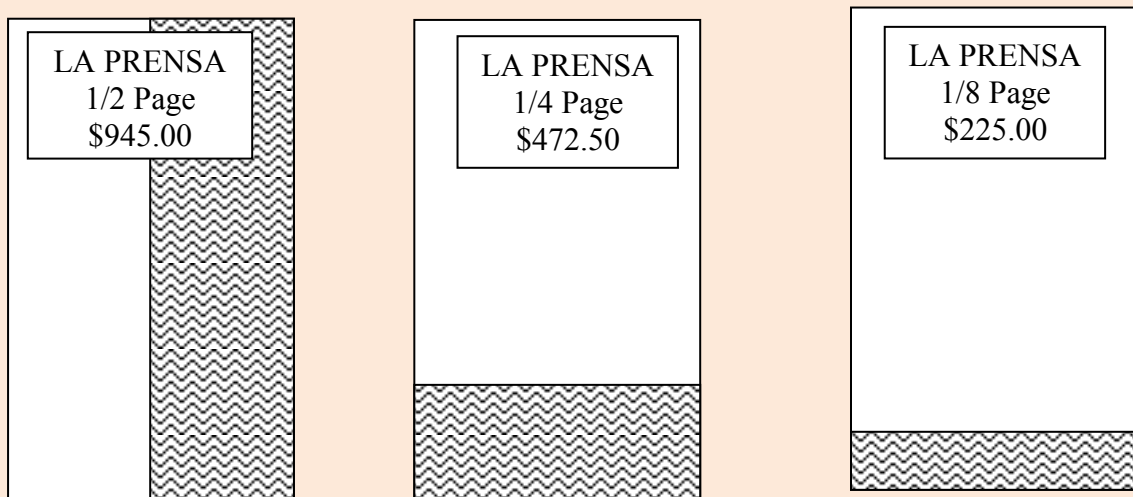
Regional/National Rate - \$18.25 per Column Inch/Gross  
Local Rate - \$14.25 per Column Inch/Gross  
Small Business Rate - \$15.00 per Column Inch/Gross  
Public Notice, Employment, Real Estate – 50¢ per word/Net

1/8 Page \$225.00  
1/4 Page \$472.50  
1/2 Page \$945.00  
Full Page \$1,890.00

## DISPLAY AD TRADITIONAL STYLE



## DISPLAY AD BANNER STYLE



## ZIP CODE DISTRIBUTION

Austin 78701-78702 25% of distribution  
78703-78704 20% of distribution  
78705 2% of distribution  
78719-78721 3% of distribution  
78723-78724 5% of distribution  
78731 1% of distribution  
78741-78742 6% of distribution  
78744-78745 10% of distribution  
78746 2% of distribution  
78748-78749 2% of distribution  
78751-78752 2% of distribution  
78753 3% of distribution  
78756-78757 1% of distribution  
78758 3% of distribution  
Pflugerville 78660 5% of distribution  
Round Rock 78664-78681 3% of distribution  
San Marcos 78666 7% of distribution

## SPOT COLOR RATE

BLACK + 1 COLOR ..... \$150.00  
BLACK + 2 COLORS ..... \$250.00  
FULL COLOR ..... \$350.00

## TRANSLATION

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# Column Measurements

(Homes, Business, Main News, Sports, Lifestyle, special sections)

Standard page - 126 column inches.

6 columns (10.875") wide x 21" deep.

6 Column ROP Broadsheet

Columns Inches

1 1.729

2 3.558

3 5.388

4 7.217

5 9.046

6 (full page) 10.875

13 (double truck) 22.996

## Dimensions-

Full Page 6C(10.875) X 21"

1/2 Page Horizontal - 6 C (10.875) X 10 1/2 "

1/2 Page Vertical - 3C (5.388) X 21"

1/4 Page - 3C (5.388) X 10 1/2"

1/8 Page - 3C(5.388) X 5"

Inches are rounded to the nearest thousandth.

Any standard section advertisements over 19" deep will be charged at full depth (21").

Minimum size for each column: 1x1 1/2, 2x2, 3x3, 4x4, 5x5, 6x6. Printed dimensions are 1 percent less due to pagination requirements.