

LA VOZ BILINGÜE

Member National Association of Hispanic Publications

2012 Media Kit

CIRCULATION/ DEMOGRAPHIC CIRCULACIÓN/ DEMOGRÁFICA

LA VOZ BILINGÜE April 20, 2011. Keeping Colorado Green. Special Edition. Includes sections like 'Esta semana this week', 'Nuestra gente', and '¿Que pasa?'.

LA VOZ BILINGÜE August 27, 2011. DPS moves in the right direction. Includes sections like 'Esta semana this week', 'Nuestra gente', and '¿Que pasa?'.

Reaching 100,000 readers in print and 20,000 online.

Follow us on: Facebook Twitter

CALENDAR CALENDARIO

A year at a glance with events from Earth Day, Cinco de Mayo, Hispanic Heritage Month & more.

RATE CARD TARIFA

Affordable rates Display Classifieds Service Directory Online Bundled Packages

WEBSITE LA RED

20,000 weekly online visitors. Recipient of the 2009 & 2010 NAHP Silver award

www.lavozcolorado.com

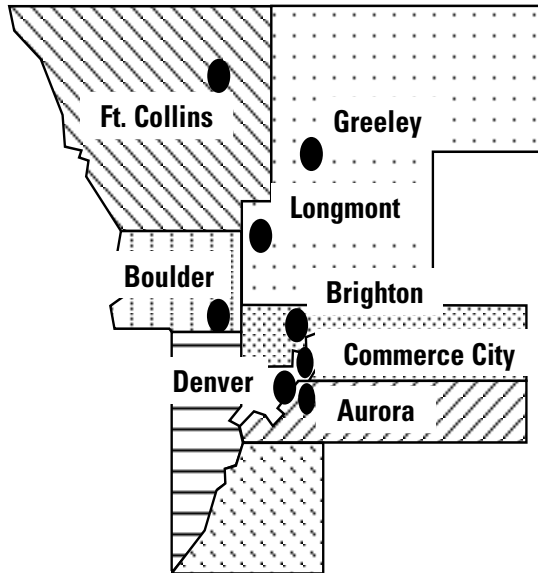
LA VOZ BILINGÜE November 9, 2011. Honoring America's heroes. Special Edition. Includes sections like 'Esta semana this week', 'Nuestra gente', and '¿Que pasa?'.

LA VOZ BILINGÜE January 12, 2011. U.S. gets older, browner. Estados Unidos viejo, moreno. Includes sections like 'Esta semana this week', 'Nuestra gente', and '¿Que pasa?'.

AREA OF CIRCULATION

- ◆ 30,000 Total Press Run
- ◆ 26,961 Audited Total Circulation
- ◆ 100,000 Weekly Readership

Source: September 2011, Certified Audit of Circulation



METRO DENVER / NORTHERN FRONT RANGE

County	Latino Population 2004	Number of copies
Denver	227,010	14,840
Adams	132,540	6,670
Arapahoe	74,435	1,415
Jefferson	67,764	2,130
Boulder	39,349	1,390
Broomfield		250
Weld	63,224	2,705
Larimer	26,888	600
Total	631,210	30,000

The Denver Latino Market

- ◆ One of the fastest growing markets in the USA*
- ◆ In 2009, Latinos had 700 billion in disposable income*

Source: Hispanic Trending

ABOUT OUR READERS

Average age: 40
 83% prefer La Voz Bilingüe as their information source
 33% prefer to read in English
 33% prefer to read in Spanish
 33% read in both Spanish and English
 Average income: \$53,000

Source: 2009 Western Publications Research Group

EDITORIAL CONTENT

La Voz Bilingüe is Colorado's most widely read bilingual newspaper, publishing a high quality news product focusing on Latinos. We cover the

news from a local/national perspective in a bilingual format. We cater to readers of a society diverse in its language, culture and politics. Our award winning

coverage of community affairs, education, business, government, health, arts, entertainment and sports surpasses the competition.

2012 Edition Schedule

January	February	March	April
4	1	7	4 Cancer Awareness/ Educación sobre el Cáncer Easter Edición de Pascua
11 Stock Show Review Cobertura del Rodeo Mexicano	8 Valentine's Day Día de San Valentín	14	11 Tax Issue
18 Stock Show Coverage continues	15 Lenten Issue Edición de Cuaresma	21 St. Patrick's Day Día de San Patricio	18 Children's Day Día del Niño Earth Day Día de la Tierra
25	22	28	25 Cinco de Mayo
	29		

May	June	July	August
2 Coverage of Cinco/ Mother's Day Cobertura del Cinco de Mayo Día de las Madres	6 Graduation/Careers Graduación/Carreras Brides/Novias	4	1
9	13 Father's Day Día del Padre	11 Summer fun Vacaciones de Verano	8 Back to School Regreso a clases
16	20 SOTW Winner Announced	18 Senior Citizens Edad Dorada	15 Education Special Issue Edición Educativa
23 Memorial Day Día de la conmemoración	27 4th of July Cuatro de Julio	25	22
30			29

September	October	November	December
5 Labor Day Issue Edición para el día del trabajo	3 SOTW Kickoff	7	5 Virgin of Guadalupe La Virgen de Guadalupe
12 Hispanic Heritage La Herencia Hispana (9/12 - 10/17)	10	14 Veterans Day Día de los Veteranos	12 Gifts for Holidays
19 Coverage of Fiestas Patrias Cobertura de las Fiestas	17	21 Unique Gifts Regalos Únicos (11/21 - 12/19)	19 Christmas Issue Edición Navideña
26	24 Halloween Issue Día de los Muertos	28 Thanksgiving Día de Acción de Gracias	26 New Year's Issue Edición del Año Nuevo
	31		

LA VIDA LATINA
On top of what's happening in the arts, theatre, music and film.

COMMUNITY COMUNIDAD
Always a part of LA VOZ - from civic and professional organizations to education and health.

STUDENT OF THE WEEK
Honoring our best and brightest students and rewarding those who excel.

RECOLLECTIONS MIS RECUERDOS
Pauline Rivera draws upon her experiences in New Mexico and Colorado to reminisce about the glories and pitfalls of growing up Latina, with humor and insight.

SPORTS DEPORTES
Coverage of Colorado teams - The Rockies, Rapids, Broncos and Nuggets along with prep sports, celebrating Colorado's penchant for the outdoors.

¿Que Pasa? what's happening?

EVENTS CALENDAR



2012 Display ad rates/specs

**For rates, contact
advertising@lavozeolorado.com**

BILLING INFORMATION

Client/Company _____

Billing Name _____

Advertising Agency _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Width _____ x Height _____ = Total col. inches _____
(columns) (inches)

Rate \$ _____ x Total _____ = Price per ad \$ _____
(per column inch) (column inches)

Discounts _____ = Price reduction -\$ _____

Color & charge _____ = Price \$ _____

Weekly Total \$ _____ x Insertions _____ = Total \$ _____

Additional Services _____ = Price \$ _____

GRAND TOTAL \$ _____

INSERTION DATES

2012 INSERTIONS					2013 INSERTIONS						
JAN	4	11	18	25	JAN	2	9	16	23	30	
FEB	1	8	15	22	29	FEB	6	13	20	27	
MAR	7	14	21	28	MAR	6	13	20	27		
APR	4	11	18	25	APR	3	10	17	24		
MAY	2	9	16	23	30	MAY	1	8	15	22	29
JUN	6	13	20	27	JUN	5	12	19	26		
JUL	4	11	18	25	JUL	3	10	17	24	31	
AUG	1	8	15	22	29	AUG	7	14	21	28	
SEP	5	12	19	26	SEP	4	11	18	25		
OCT	3	10	17	24	31	OCT	2	9	16	23	30
NOV	7	14	21	28	NOV	6	13	20	27		
DEC	5	12	19	26	DEC	4	11	18	25		

SPECIFIC CONDITIONS - PLEASE READ CAREFULLY

- The authorizing person approves the above advertising, dates, rate, and contracts with La Voz Publishing, Inc./dba La Voz Bilingüe to perform the stated work.
- All advertising copy submitted hereunder is subject to approval revision or rejection by the Publisher. The Publisher reserves the right to edit, revise and approve all Spanish text. To be binding upon the Publisher, all instructions relative to the advertising must be given in writing.
- Should customer fail to make payment for work as agreed, La Voz Publishing, Inc./dba La Voz Bilingüe may cancel and terminate this order and customer shall pay for work performed at the open-rate or the stated rate, whichever is higher.
- No display advertising under this contract will be accepted in any amount less than four column inches. The basis of measurement for display and classified advertising is the column inch.
- This order will not be invalidated by insertions in wrong location or by omissions and errors and credit will be given only for space occupied by the error.
- La Voz Publishing, Inc./dba La Voz Bilingüe will not be liable for any errors unless corrections for

errors which arose are submitted in writing, and plainly noted within 5 days following publication. In any case, liability shall not exceed the cost of the single ad error.

7. Payments for advertisements are due upon receipt of bill, unless other arrangements have been made. All accounts over 30 days old are subject to 1 1/2% per month interest. (18% APR). In the event of nonpayment, the below signed agrees to pay all court costs and attorneys fees which results from action taken due to nonpayment.

8. Cancellation Clause: the advertiser may cancel

this contract any time during the effective period, provided the advertiser pays, in full, for all advertising space used under this contract, including the difference between the regular rates and the contract rate herein stated. Such cancellation notice must be received in writing.

9. Cancellation penalty regarding individual insertions: any ad must be cancelled on or before 5 p.m. the Friday before the ad is scheduled to run. Any ad cancelled after that time will be billed at 50% of the cost of the space reserved.

Accountable Party _____ Title _____

Signature _____ Date _____

PRODUCTION INFORMATION (FOR INTERNAL USE ONLY)

Client/Company _____

AD HEADLINE: _____

Width (columns) _____ x Height (inches) _____

Total col. inches _____ Weekly Total \$ _____

B&W BUILD ENGLISH
 SPOT COLOR CAMERA READY SPANISH
 4 COLOR TRANSLATION

Additional production notes:

METHOD OF PAYMENT (FOR INTERNAL USE ONLY)

WEEKLY CASH **PREPAID CHECK**
 MONTHLY CHECK # _____
 TOTAL CHARGE \$ _____



Card number: _____

Exp _____ / _____

Card holder name: _____

Address: _____

City: _____ State: _____ Zip: _____

Charge Amount \$ _____ Balance _____

Sizes, Direction & Measurements

Full Page
vertical only
 6 columns (10.33") by
 14 inches deep

3/4 Page
vertical
 4.5 columns (7.71") by
 14 inches deep

4 1/2 column

horizontal
 6 columns (10.33") by
 10.5 inches deep

6 column

1/2 Page
vertical
 3 columns (5.08") by
 14 inches deep

3 column

vertical
 4 columns (6.83") by
 10.5 inches deep

4 column

horizontal
 6 columns (10.33") by
 7 inches deep

6 column

**Classified Ads/
 Service Directory**

For rates call
 303-936-8556 x 240
 or email
 classsales@lavozcolorado.com

Examples

Full Page Ad
 vertical only

6 columns x 14"

1/2 Page Ad
 vertical

3 columns x 14"

3/4 Page Ad
 vertical

4.5 columns x 14"

vertical

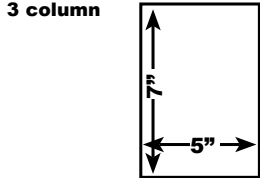
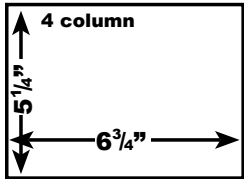
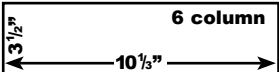



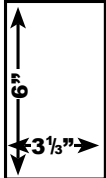
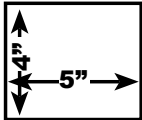
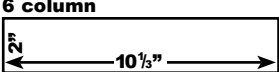



4 columns x 10.5"

horizontal

6 columns x 10.5"

horizontal

6 columns x 7"

Sizes, Direction & Measurements		Examples	
<p>1/4 Page</p> <p>vertical 3 columns (5.08") by 7 inches deep</p>  <p>horizontal 4 columns (6.83") by 5.25 inches deep</p>  <p>banner 6 columns (10.33") by 3.5 inches deep</p> 		<p>1/4 Page</p> <p>vertical</p>  <p>3 columns x 7"</p> <p>horizontal</p>  <p>4 columns x 5.25"</p> <p>banner</p>  <p>6 columns x 3.5"</p>	
<p>1/8 Page</p> <p>vertical 2 columns (3.33") by 6 inches deep</p>  <p>horizontal 3 columns (5.08") by 4 inches deep</p>  <p>banner 6 column (10.33") by 2 inches deep</p> 		<p>1/8 Page</p> <p>horizontal</p>  <p>2 columns x 6"</p> <p>horizontal</p>  <p>3 columns x 4"</p> <p>banner</p>  <p>6 columns x 2"</p>	

Website/La Red

- 20,000 online visitors
- Leader, tower online ads
- Award-winning editorial
- Follow us on Facebook and Twitter