

LA VOZ

BILINGÜE

Member National Association of Hispanic Publications

Member Colorado Press Association

Media Kit 2013

**CIRCULATION/
DEMOGRAPHIC**
**CIRCULACIÓN/
DEMOGRÁFICA**



Reaching 100,000 readers in print and thousands online.

Follow us on:
• Facebook
• Twitter

2

**CALENDAR
CALENDARIO**

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

3

**RATE CARD
TARIFA**

Affordable rates

- Display
- Online
- Classifieds
- Service Directory
- Bundled Packages

4

**WEBSITE
LA RED**

Thousands weekly of online visitors.
Recipient of the 2011 NAHP Silver award

www.lavozcolorado.com

7

Winner of 10 major journalism awards including

**OUTSTANDING
BILINGUAL
PUBLICATION**

**OUTSTANDING
WEBSITE**

Awarded at National Association of Hispanic Publications (NAHP) Convention in San Diego October 20, 2012

FROM THE PUBLISHER

We are proud of the accomplishments of our La Voz staff in 2012. These accomplishments help you the advertiser reach your market and achieve your goals.

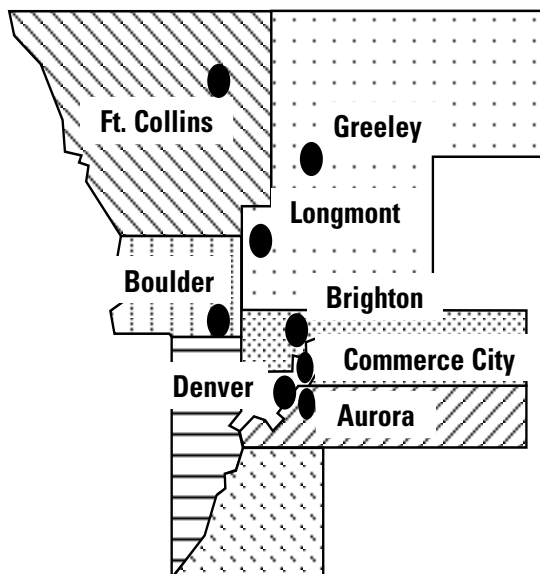
La Voz, Colorado's #1 Hispanic-owned bilingual publication was the ONLY bilingual, Spanish-only print media to land an EXCLUSIVE interview with President Obama, cementing the power of the Latino vote and the influence and reach of our 39-year old bilingual publication. Furthermore, our award-winning staff garnished 10 awards at the National Association of Hispanic Publications (NAHP) at the San Diego convention.

Let's work together in 2013 to achieve our mutual goals!

AREA OF CIRCULATION

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

Source: March 2012, Certified Audit of Circulation



METRO DENVER / NORTHERN FRONT RANGE

County	Latino Population 2011	Number of copies
Denver	190,850	14,950
Adams	168,692	7,570
Arapahoe	106,965	1,340
Jefferson	78,043	1,750
Boulder/ Broomfield	46,839	1,475
Weld	72,055	2,400
Larimer	32,360	515
Total	695,804	30,000

The Denver Latino Market

- ◆ One of the fastest growing markets in the USA*
- ◆ In 2010, Latinos had 1.2 trillion in disposable income*

Source: Ad Age

ABOUT OUR READERS

Average age: 38
 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.

2013 Edition Schedule

January	February	March	April
2	6	6	3 Cancer Awareness/ Educación sobre el Cáncer Easter Edición de Pascua
9 Invest in Colorado	13 Valentine's Day Día de San Valentín	13	10 Tax Issue
16 Stock Show Coverage	20 Lenten Issue Edición de Cuaresma	20 St. Patrick's Day Día de San Patricio	17 Children's Day Día del Niño Earth Day Día de la Tierra
23	27	27	24
30			

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.

May	June	July	August
1 Coverage of Cinco/ Mother's Day Cobertura del Cinco de Mayo/Día de las Madres	5 Graduation/Careers Graduación/Carreras Brides/Novias	3	7 Education Special Issue Edición Educativa
8	12 SOTW Winner Announced Father's Day Día del Padre	10 Summer fun Vacaciones de Verano	14
15	19	17	21
22 Memorial Day Día de la conmemoración	26 4th of July Cuatro de Julio	24 Senior Citizens Edad Dorada	28
29		31	

**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.

September	October	November	December
4 Labor Day Issue Edición para el día del trabajo	2 SOTW Kickoff	6	4 Virgin of Guadalupe La Virgen de Guadalupe
11 Hispanic Heritage La Herencia Hispana (9/11 - 10/16)	9	13 Veterans Day Día de los Veteranos	11 Gifts for Holidays
18 Coverage of Fiestas Patrias Cobertura de las Fiestas	16	20 Unique Gifts Regalos Únicos (11/20 - 12/18)	18
25	23	27 Thanksgiving Día de Acción de Gracias	25 Holiday Issue Edición de las Fiestas
	30 Halloween Issue Día de los Muertos		

**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

**For Rate Information, Contact
us at 303-936-8556 or email
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

2013 INSERTIONS						2014 INSERTIONS					
JAN	2	9	16	23	30	JAN	1	8	15	22	29
FEB	6	13	20	27		FEB	5	12	19	26	
MAR	6	13	20	27		MAR	5	12	19	26	
APR	3	10	17	24		APR	2	9	16	23	30
MAY	1	8	15	22	29	MAY	7	14	21	28	
JUN	5	12	19	26		JUN	4	11	18	25	
JUL	3	10	17	24	31	JUL	2	9	16	23	30
AUG	7	14	21	28		AUG	6	13	20	27	
SEP	4	11	18	25		SEP	3	10	17	24	
OCT	2	9	16	23	30	OCT	1	8	15	22	29
NOV	6	13	20	27		NOV	5	12	19	26	
DEC	4	11	18	25		DEC	3	10	17	23	30

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 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

6 column
 13 3/4"
 10 1/3"

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

4 1/2 column
 13 3/4"
 7 5/8"

horizontal
 6 columns (10.33") by
 10.5 inches deep

6 column
 10 1/2"
 10 1/3"

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

3 column
 13 3/4"
 5"

vertical
 4 columns (6.83") by
 10.5 inches deep

4 column
 10 1/2"
 6 7/8"

horizontal
 6 columns (10.33") by
 7 inches deep

6 column
 7"
 10 1/3"

**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"

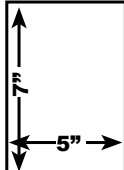
horizontal

6 columns x 7"

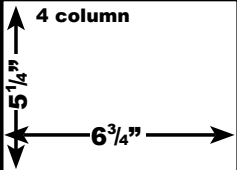
Sizes, Direction & Measurements

1/4 Page

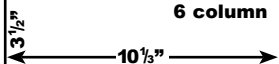
vertical
3 columns (5.08") by 7 inches deep



horizontal
4 columns (6.83") by 5.25 inches deep



banner
6 columns (10.33") by 3.5 inches deep



Examples

1/4 Page
vertical



3 columns x 7"

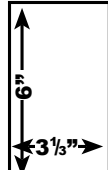
1/8 Page
horizontal



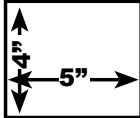
2 columns x 6"

1/8 Page

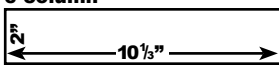
vertical
2 columns (3.33") by 6 inches deep




horizontal
3 columns (5.08") by 4 inches deep



banner
6 column (10.33") by 2 inches deep



horizontal



4 columns x 5.25"

horizontal



3 columns x 4"

banner



6 columns x 3.5"

banner



6 columns x 2"

Website/La Red

- Award-winning website
- Leader, tower online ads
- Award-winning editorial
- Like us on Facebook ([Facebook.com/LaVozColorado](https://www.facebook.com/LaVozColorado))
- Follow us on Twitter (@LaVozColorado)