MISSION STATEMENT:
To inform, educate, and uplift through responsible journalism and community outreach. To bring the Hispanic and non-Hispanic communities of the Mid-South together.

NEWS COVERAGE:
La Prensa Latina’s local, regional, national, and international news coverage is sourced from local reporting staff, The Associated Press and EFE news agencies, as well as local and national partnerships and contributors.

ENTERTAINMENT:
We put the latest celebrity events and Hollywood blockbusters within your reach in every issue.

SPORTS:
We follow your favorite teams! You will find local coverage of the Grizzlies, University of Memphis, and 901FC as well as the latest from the national and international leagues.

COMMUNITY:
We are dedicated to our community. We partner with local and national organizations and non-profits to provide information and services throughout the Mid-South.

Breakdown of Hispanic Heritage in the Mid-South Market:

60%  Mexico and Central America (Guatemala, Salvador, Costa Rica, Honduras, Nicaragua, Panama)

14%  Venezuela and Colombia

13%  Cuba, Puerto Rico and Dominican Republic

13%  Spain and South America (Argentina, Chile, Ecuador, Peru, Uruguay, Paraguay and Brazil) The total US Hispanic population is roughly 54 million.

15%  of the national population.*

La Prensa Latina Media Offers the Following Services in Spanish and English:

- Translation Services
- Graphic Design & Layout
- Video Production
- Complete Consulting for Clients Looking to Increase Market Presence in the local Hispanic and Non-Hispanic Market
- Recruiting
- Complete Media Services Including:
  - Digital Media
  - Outdoor/Billboard
  - Transit/Bus Media
  - Television, Radio, Social Media
  - Print Media

Partners, Friends, and Clients:
HISPANIC SUPERPOWER IN TENNESSEE

- Serves the growing Hispanic population in the South which grew faster than any other U.S. region, increasing by 26% from 2010-2019.
- Tennessee’s Hispanic population will be the 12th fastest growing over the next five years.
- Reaches a Hispanic population that is larger than 89% of all markets in the U.S.
- By 2024 Tennessee’s Hispanic buying power is expected to be 13.4 billion dollars.
- 10 Fortune 500 companies are headquartered in Tennessee including FedEx, AutoZone, and International Paper.

**HISPANIC ORIGIN**

- **Mexican**: 65%
- **Other**: 14%
- **Puerto Rican**: 8%
- **Guatemalan**: 6%
- **Salvadoran**: 3%
- **Honduran**: 3%
- **Cuban**: 3%
- **Caribbean**: 2%
- **Peruvian**: 2%
- **Ecuadorian**: 2%
- **Panamanian**: 2%

**HISPANIC**

- **HOUSEHOLD SIZE**: 3.9
- **MEDIAN AGE**: 25.3

**TOTAL MARKET**

- **HOUSEHOLD SIZE**: 2.6
- **MEDIAN AGE**: 38.5

The Hispanic Community is the Fastest Growing Minority in Tennessee

Memphis Metro Area Includes:
- Memphis
- Arlington
- Bartlett
- Collierville
- Cordova
- Germantown
- Horn Lake
- Lakeland
- Millington
- Olive Branch
- Southaven
- West Memphis

The total population of Tennessee increased by 9%, but the number of people of Hispanic origin increased by 65%.

HISPANIC POPULATION GROWTH
- 61%>
- 41-60%
- 21-40%
- 0-20%
- >0%

* Sources: Race & Ethnicity in the US: 2010 Census & 2020 Census
More than 100 years ago, Ford built a factory unlike any the world had ever seen: the Rouge. Vertically integrated, with its own power plant, steel mill and glass factory, it was a leap forward. A marvel of the age that changed all the rules.

A century later, Ford is undergoing another transformation as they usher in a new era of clean, carbon neutral manufacturing. Ford is making another historic investment in BlueOval City and BlueOval SK. These two campuses will lead Ford and the country into the electrified future.

The Ford plan is in motion. On 3,600 acres just outside Memphis, called BlueOval City, they are building their first mega campus in more than a generation - and it’s electric. Aspiring to have 100% renewable energy, zero waste to landfill and reusing water means they plan to help make sure the planet is in it for the long haul.

5,800+ direct jobs are planned for the project as well as untold numbers of supporting jobs in the area.

La Prensa Latina plans will expand coverage in the Blue Oval City footprint as well as the surrounding communities where its employees will live and commute from. We are already in talks with Ford about ways to help them spread the news of their expansion into the Mid-South’s Hispanic community.
The total U.S. population is estimated at 332 million.

The U.S. Hispanic population is estimated at 62.1 million.

20% of the total U.S. population is Hispanic. (as of September, 2021)

Four out of five Latinos are U.S. citizens. As of 2019, 80% of Latinos living in the U.S. are citizens.

The projected Hispanic population of the United States by 2060 will be 128 million. (An increase of 55%)

The Hispanic population in the Memphis Metro is estimated to be approximately 125,000.

The U.S. Hispanic population has grown 29% in the last decade, from 50.5 million in 2010 to 62.1 million in 2020. Hispanics accounted for 51% of the entire U.S. population growth during that period.

The number of Latinos enrolled in college in the U.S. increased from 2010 to 2019, from 2.9 million to 3.6 million.

$1.5 trillion
The value of the Hispanic market. (largest ethnic market in the United States)

FACTS:

$17 Billion
The Amount Latino Households Spend Annually on Household Furnishings and Equipment

$9.4 Billion
2018 U.S. media ad spending by Hispanics
(Up 2.6% from 2017)

Industries With The Largest Share Of Hispanic Workers

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.3%</td>
<td>Construction</td>
</tr>
<tr>
<td>23.1%</td>
<td>Agriculture, forestry, fishing, and hunting</td>
</tr>
<tr>
<td>22.3%</td>
<td>Leisure and hospitality</td>
</tr>
<tr>
<td>19.0%</td>
<td>Other services</td>
</tr>
<tr>
<td>18.6%</td>
<td>Mining, quarrying, and oil and gas extraction</td>
</tr>
<tr>
<td>17.2%</td>
<td>Transportation and utilities</td>
</tr>
<tr>
<td>16.4%</td>
<td>Wholesale and retail trade</td>
</tr>
<tr>
<td>16.1%</td>
<td>Total, all industries</td>
</tr>
<tr>
<td>16.0%</td>
<td>Professional and business services</td>
</tr>
<tr>
<td>15.8%</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>11.5%</td>
<td>Education and health services</td>
</tr>
<tr>
<td>11.4%</td>
<td>Public administration</td>
</tr>
<tr>
<td>11.3%</td>
<td>Financial activities</td>
</tr>
<tr>
<td>10.5%</td>
<td>Information</td>
</tr>
</tbody>
</table>

MORE FACTS:

- Construction: 27.3%
- Agriculture, forestry, fishing, and hunting: 23.1%
- Leisure and hospitality: 22.3%
- Other services: 19.0%
- Mining, quarrying, and oil and gas extraction: 18.6%
- Transportation and utilities: 17.2%
- Wholesale and retail trade: 16.4%
- Total, all industries: 16.1%
- Professional and business services: 16.0%
- Manufacturing: 15.8%
- Education and health services: 11.5%
- Public administration: 11.4%
- Financial activities: 11.3%
- Information: 10.5%

Some of Latino Print Media’s Largest Spenders:

- Target
- Kohls
- Ashley Furniture
- CVS Health
- Walgreens
- Proctor & Gamble
- Dish Network
- AT&T
- Comcast
- Walmart
- Toyota
- Ford
- McDonalds
- Anheuser Busch
- Coors Brewing
- Mars Candy
- Volkswagen
- Toyota
- Honda
- General Motors
- Nissan
- Kia
- Hyundai
- Verizon
- Coca-Cola
- Expedia
- Allstate
- Heineken
- PayPal
- Pepsi
- Yum Brands
- Kellogg’s
- State Farm
- Walt Disney
- Domino’s Pizza
- Home Depot
- Lowes
- Wendy’s
- Fiat
- Chevrolet
- Johnson & Johnson
- Univision
- L’Oreal
- Nestle

## Artwork and Space Policies

**Acceptable Ad Forms:**
We accept ads primarily through e-mail and cloud services. We will also accept CD/DVDs via mail or courier. If your ad is production-ready, please send it in PDF format with all type converted to outlines. If we will be making any changes to your ad, including adding Spanish translation, it must be sent in Illustrator or InDesign format with all fonts/graphics included as separate files. We cannot accept Publisher, PowerPoint, Freehand or Quark XPress files.

**Mechanical Specs:**
Ads should be submitted with raster elements no lower than 300 dpi. We have an external trim so bleeds are not necessary, although we do recommend a live area equal to the ad size minus 1/4”. Ads submitted that do not conform with the printed size specifications will be reduced, enlarged, or floated at the discretion of the Publisher. We make no guarantee for the reproduction quality of non-conforming artwork. Publisher strongly discourages the use of reverse ads with small type. Best results achieved on reverses using a maximum 70 line screen and 10 pt. type or larger.

**Ads for La Prensa Latina should be e-mailed to your marketing representative.**

Please send files via cloud services such as Dropbox, Google Drive, Microsoft OneDrive, or Apple iCloud. Smaller files can also be e-mailed. We allow up to 20MB e-mail attachments although your mail server may have different restrictions.

**Ad/Artwork Usage:**
Ads/graphics created by La Prensa Latina may only be used or published by La Prensa Latina. The rights to publish or post our ads/graphics in other publications/platforms can be purchased for an additional fee. Please contact your account executive for details.

**Submissions, Revisions, Cancellations:**
Ad submissions, revisions, or cancellations must be received no later than 12:00 noon Tuesday on the week of publication.

## PRINT ADVERTISING RATES & SPECS

(901) 751-2100 • www.laprensalatina.com

All rates are net per weekly insertion. Rates are black & white. Add $150 per ad for full color.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Open Rate</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Front Cover Wrap (0.5&quot; border+)</em></td>
<td>$664</td>
<td>N/A</td>
</tr>
<tr>
<td><em>Front Cover Billboard (9.75&quot; x 1.25&quot;)</em></td>
<td>$459</td>
<td>N/A</td>
</tr>
<tr>
<td><em>Double-Truck (20.37&quot; x 9.7&quot;)</em></td>
<td>$1,496</td>
<td>N/A</td>
</tr>
<tr>
<td>Full-Page (9.75&quot; x 9.7&quot;)</td>
<td>$772</td>
<td>$497</td>
</tr>
<tr>
<td>Half V (4.81&quot; x 9.7&quot;)</td>
<td>$524</td>
<td>$319</td>
</tr>
<tr>
<td>Half H (9.75&quot; x 4.78&quot;)</td>
<td>$524</td>
<td>$319</td>
</tr>
<tr>
<td>Quarter V (4.81&quot; x 4.78&quot;)</td>
<td>$367</td>
<td>$254</td>
</tr>
<tr>
<td>Quarter H (9.75&quot; x 2.33&quot;)</td>
<td>$367</td>
<td>$254</td>
</tr>
<tr>
<td>Eighth V (2.34&quot; x 4.78&quot;)</td>
<td>$308</td>
<td>$218</td>
</tr>
<tr>
<td>Eighth H (4.81&quot; x 2.33&quot;)</td>
<td>$308</td>
<td>$218</td>
</tr>
<tr>
<td>Credit Card (2.34&quot; x 2.33&quot;)</td>
<td>$232</td>
<td>$173</td>
</tr>
<tr>
<td>Half-Credit Card (2.34&quot; x 1.1&quot;)</td>
<td>$178</td>
<td>$119</td>
</tr>
</tbody>
</table>

| Inserts | $115 per 1,000 (must be received 14 days in advance) |

* Limited availability

Effective 01/01/2023 • Rates may change at any time

PO BOX 770869, MEMPHIS, TN 38177 • 901-751-2100 • WWW.LAPRENSALATINA.COM
Digital Media Best Practices

**Keep It Short**
Media consumers tend to have short attention spans. Always keep your video to 30 seconds or less if possible. Certain ad spaces are only available for videos that are 15 seconds or less. A personal hook, some intrigue or humor, and a clear call to action is a good starting formula for effective social media marketing.

**Demographic Targeting**
Don't forget that in paid campaigns you can select from many demographics when selecting your audience. If you are selling guitars, you can target users that have expressed an interest in music. If you are providing tutoring services, you can target the age group appropriate for the parents of your potential students. Make your advertising dollars as effective as possible by getting your message to the right people!

**Always use a Call-to-Action**
People are more likely to engage if you tell them what to do, then make it easy for them to do it. A call-to-action gives your viewers an easy way to follow through. Whether you want them to click a button for more information, complete a form, or watch a video, adding this action will dramatically increase the effectiveness of your campaign. Remember, social advertising is all about engagement.

**Include your website**
Always link to your website! It is important to make contact as effortless as possible. Always include a link to your website or landing page with each campaign. Even if you have a dedicated call-to-action, adding a link to your website is a good idea in most circumstances.

**Tagging and Hashtags**
Tagging in Facebook posts is an easy way to spread your message further. When you tag a page or person in your post, they are sent a notification and can then share your post with one click. Tagging is the easiest way to expand your reach and should always be used if circumstances allow. Hashtags are an important aspect of using social media. They help more people find your business and related information. Be sure to include hashtags to help your posts be seen.

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**DIGITAL ADVERTISING RATES & SPECS**
(901) 751-2100 • www.laprensalatina.com

**Facebook & Instagram Digital Campaigns**
We recommend 7-day campaigns.

<table>
<thead>
<tr>
<th>Plan</th>
<th>Approximate Impressions*</th>
<th>Audience</th>
<th>Net Plan Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>150,000</td>
<td>English</td>
<td>$1,475</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spanish</td>
<td>$1,750</td>
</tr>
<tr>
<td>Silver</td>
<td>110,000</td>
<td>English</td>
<td>$1,225</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spanish</td>
<td>$1,550</td>
</tr>
</tbody>
</table>

Our standard production fee for a 15 to 30 second video is $350. This includes stock images and footage. Talent fees will be charged separately. Custom video production services are available upon request.

**Facebook & Instagram Posts (Organic)**
Prices quoted for each combination posting to Facebook and Instagram.

<table>
<thead>
<tr>
<th>Plan</th>
<th>Facebook Followers</th>
<th>Instagram Followers</th>
<th>Net Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>8x post package</td>
<td>8,800+</td>
<td>3,000+</td>
<td>$475</td>
</tr>
<tr>
<td>15x post package</td>
<td>8,800+</td>
<td>3,000+</td>
<td>$650</td>
</tr>
</tbody>
</table>

Client to provide content. Production services available if needed for our standard fee.

**Advertising on laprensalatina.com**
Prices quoted are net per 30-day campaign. Campaign lengths can be customized.

<table>
<thead>
<tr>
<th>Website (<a href="http://www.laprensalatina.com">www.laprensalatina.com</a>):</th>
<th>Net per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (768 x 90px - active rotation on each page)</td>
<td>$1,600</td>
</tr>
<tr>
<td>Banner (345 x 144px - active rotation on each page)</td>
<td>$1,300</td>
</tr>
<tr>
<td>Badge (110 x 65px - shows randomly on each page)</td>
<td>$600</td>
</tr>
</tbody>
</table>

250,000
The average visits per month at www.laprensalatina.com based on the 2021 calendar year.

* Impressions may fluctuate
Effective 01/01/2023 • Rates may change at any time
EDITORIAL CALENDAR

JANUARY

01/01 .....Elvis’ 88th Birthday Celebration 2023 • Three Wise Men’s Day (Three Kings’ Day)
01/08 .....Martin Luther King, Jr. (King Day) • Save the dates for Summer Camps 2023 at the Orpheum Theatre
01/15 .....2023 Mid-South Mission of Mercy’s Annual Free Dental Care Event • 2023 Sundance Film Festival
01/22 .....Human Trafficking Prevention Month: facts, statistics in West Tennessee
01/29 .....February is American Heart Month: prevention tips, stories from local people who have been assisted by the AHA (American Heart Association)

FEBRUARY

02/05 .....Black/Afro-latino History Month • Super Bowl 2023
02/12 .....Valentine’s Day • TINA: The Tina Turner Musical – The Orpheum, Broadway • Afro-latino Week with Cazateatro
02/19 .....National Children’s Dental Month • President’s Day
02/26 .....2023-2024 Broadway Season at the Orpheum • A year after the Ukraine-Russia War started

MARCH

03/05 .....National Women’s History Month • Women in the Arts at the Dixon Gallery and Gardens • “Daylight Saving Time Begins
03/12 .....The Best Spring Festivals in Memphis • St. Patrick’s Day
03/19 .....St. Jude Dream Home Giveaway 2023
03/26 .....The Best Summer Camps in Memphis

APRIL

04/02 .....Easter: mass and services schedules, events, traditions • MLK (55th Anniversary of His Death) • Chicago, the Musical – The Orpheum, Broadway
04/09 .....National Child Abuse Prevention Month • Sexual Assault Awareness Month
04/16 .....2023 Mid-South Heart Walk and Red Dress Dash • Down to Earth Festival 2023 at Shelby Farms
04/23 .....Children’s Day in Latin America and the U.S.; LPL could organize a children’s festival, along with a toy drive and a giveaway (Memphis Zoo, Children’s Museum of Memphis)
04/30 .....Memphis in May (Salute to Malaysia): Beale Street Music Festival 2023 (May 5-7); the Barbecue Cooking Contest (May 17-20); Great American River Run Half Marathon & 5K (May 27) • The “Day of the Cross” • Cinco de Mayo

MAY

05/07 .....National Pet Month • Asthma Awareness Month • Malco’s Kids Summer Film Fest 2023
05/14 .....Barbecue Cooking Contest 2023 • Mother’s Day
05/21 .....CasaLuz’s Seventh Anniversary
05/28 .....LPL’s 26th Anniversary (into the 27th) • Memorial Day

JUNE

06/04 .....Summer Festivals/Events
06/11 .....Botanic Garden Summer Concert Series • Flag Day
06/18 .....Father’s Day • Juneteenth • Frozen – The Orpheum, Broadway
06/25 .....4th of July: Things to Do in Memphis

JULY

07/02 .....Venezuela’s Independence Day: history, Simón Bolívar’s history.
07/09 .....Vacation spots in TN, AR, and MS • Argentina’s Independence Day
07/16 .....Update on the restoration of the building located at 119 Madison Ave. • Colombia’s Independence Day
07/23 .....Registration open for the 2nd Festival of the Song (Festival de la Canción Memphis) • Perú’s Independence Day
07/30 .....Back to School

AUGUST

08/06 .....Elvis’ Week 2023 • National Immunization Awareness Month
08/13 .....Cazateatro’s 13th Anniversary and Latin Fest 901
08/20 .....Delta Fair 2023 • Final - 2nd Festival of the Song (Festival de la Canción Memphis)
08/27 .....Mid-South Fair 2023

SEPTEMBER

09/03 .....Childhood Cancer Awareness Month (St. Jude Walk/Run 2023) • National Childhood Obesity Awareness Month • National Ovarian Cancer Month • National Suicide Prevention Month • Labor Day • Hispanic Film Fest in Memphis • Cazateatro’s New Season
09/09 .....Hispanic Heritage Month (September 15, 2023, and ends October 15, 2023); Highlight important Hispanic people and businesses in Memphis
09/17 .....2023 Go Red for Women Luncheon • HHM 2023 - Highlight important Hispanic people and businesses in Memphis
09/24 .....Mempho Fest at Shelby Farms Park • HHM 2023 - Highlight important Hispanic people and businesses in Memphis

OCTOBER

10/01 .....Domestic Violence Awareness Month • HHM 2023 - Highlight important Hispanic people and businesses in Memphis
10/08 .....Breast Cancer Month (Making Strides Against Breast Cancer Walk/ American Cancer Society’s Relay for Life of Memphis 2023 • St. Jude’s Promise and Hope Radiothon 2023 • HHM 2023 - Highlight important Hispanic people and businesses in Memphis • Columbus Day • Zoo Boo
10/15 .....National Bullying Prevention Month • HHM 2023 - Highlight important Hispanic people and businesses in Memphis
10/22 .....Day of the Dead (“Día de los Muertos”: Cazateatro’s Preview of Day of the Dead at Crosstown Concourse & Cazateatro’s Día de los Muertos Parade & Festival
10/29 .....Halloween

NOVEMBER

11/05 .....National Diabetes Month • “Daylight Saving Ends
11/12 .....Holiday celebrations in Memphis (Zoo Lights, Graceland Lights, Parades, Christmas Trees, etc.)
11/19 .....LPL’s Christmas Fiestas (December 3, 2023) • Thanksgiving Day • Black Friday • Cyber Monday
11/26 .....2023 E & Y United Awards Gala/Miss Quinceañera 2023 • St. Jude Marathon 2023

DECEMBER

12/03 .....Virgen de Guadalupe: The Celebration of Our Lady of Guadalupe in Memphis • Pearl Harbor Day
12/10 .....Latin Christmas traditions
12/17 .....Christmas Services
12/24 .....New Year’s Eve Celebrations in Memphis
12/31 .....2023 Year in Review

* Editorial Calendar May Change at Any Time

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