



# 2020 Media Kit

**LA PRENSA  
LATINA**  
MEDIA

La Prensa Latina has been proudly serving the Mid-South for over twenty-four years. We provide news, information and local content through our weekly publication, social media, and our website at [www.laprensalatina.com](http://www.laprensalatina.com).

**NEWS COVERAGE:** Our local, national, and international news coverage helps keep the Latin community informed.

**ENTERTAINMENT:** We carry the latest movie reviews, celebrity events from Hollywood and around the globe, and more, every week!

**SPORTS:** Our Sports editor chooses news from a variety of sports including local coverage and well as the latest from the international leagues.

**COMMUNITY:** La Prensa Latina remains dedicated to our community. We partner with many groups and non-profits to provide information and services throughout the Mid-South.

### **Breakdown of Latin 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.

The Latin Community is the **Fastest Growing Minority** in Memphis and the Mid-South.



**385,000 Latinos Currently Live in the Mid-South!**

“According to Nielsen, in 2016, the nation’s 57 million Hispanics reached **\$1.4 trillion in buying power**. That’s expected to grow to \$1.8 trillion by 2021. Hispanics in the U.S. also have the highest population growth rate -- the population is expected to double over the next 40 years.”

*Forbes Agency Council*



Estimated readership based on quarterly web data, printed circulation, and national averages per 2000 US Census Data. Statistics taken from University of Memphis, Rhodes College, U.S. Census Data, and Latino Memphis. Statistics may Vary.

## DID YOU KNOW?

- The U.S. legal population is **314 million**.
- The legal Hispanic population is **54 million** in the U.S.
- Between July 1, 2011 and July 2012 the legal Hispanic population increased in the U.S. by **1.1 million**.
- The percentage increase between July 2011 and July 2012 of new legal Hispanic's living in the U.S. was **2.2%**.
- The projected legal Hispanic population of the United States by 2060 will be **128 million**. (An increase of 55%)
- In Memphis the current estimated legal population is approximately **55,000**. When including the undocumented population the estimated population increases to **125,000**.
- **65%** of the U.S. Hispanic population is estimated to be of Mexican descent.
- **62.3%** of the legal Hispanic families living in the U.S. are married according to U.S. Census data.
- **60.4%** of legal married couples having children have children under the age of 18 years old.
- **65.7%** of legal children live in two-parent households.

**BY THE NUMBERS...**

**62%**

**Hispanic adults who prefer watching TV mostly English**

**\$9.4 Billion**

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

**\$17 Billion**

**The Amount Latino Households Spend Annually on Household Furnishings and Equipment**

**Some of Newspaper's Largest Hispanic Spenders:**

**\$9.4 Billion**

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

- 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
- 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
- Nissan
- Johnson & Johnson
- Univision
- L'Oreal
- Nestle

**Hispanic Online Spending Breakdown:**

<b>Clothing/accessories</b>	<b>56.9%</b>
<b>Electronics</b>	<b>55.7%</b>
<b>Groceries</b>	<b>18.6%</b>
<b>Tickets to movies</b>	<b>48.2%</b>
<b>Toys/games</b>	<b>41.2%</b>
<b>Charitable donations</b>	<b>23.6%</b>

**Hispanic Smartphone Usage Breakdown:**

<b>Camera</b>	<b>63%</b>
<b>Visit app store</b>	<b>88.5%</b>
<b>Email</b>	<b>73.8%</b>
<b>Listen to music and audio</b>	<b>76%</b>
<b>Social network and blog</b>	<b>90.3%</b>
<b>Text, picture</b>	<b>75.7%</b>
<b>Visit websites</b>	<b>97.6%</b>
<b>Watch or stream video</b>	<b>79.7%</b>

**Top Spanish Language TV Networks**

- Univision
- Telemundo
- Azteca
- UniMás
- Estrella TV

Advertising Age, 2019

**2020 EDITORIAL CALENDAR**

**JANUARY:**

- 01/05** ..... Elvis' Birthday Celebration 2020 (January 8-11) / Interview with Honduran Artist Moisés Andino Núñez / Charlie and the Chocolate Factory Musical (Jan. 14-19)
- 01/12** ..... U.S. and Iran, Will There Be War? / Martin Luther King, Jr. (Jan. 20 / 91 years) / Flu Season
- 01/19** ..... Human Trafficking Prevention Month: facts, statistics in West Tennessee / Interview with Guatemalan singer / songwriter Gaby Moreno (she will perform at the Buckman Center on Jan. 17) / Popovich Comedy Pet Theatre (Buckman Center, Jan. 23) / Mid-South Mission of Mercy to Hold Its Third Annual Free Dental Care Event (Jan. 24 & Jan. 25 at Bellevue Baptist Church, Cordova, TN)
- 01/26** ..... Super Bowl 2019 in Miami with Jennifer López and Shakira (Feb. 2) / Memphis, the Musical (Playhouse on the Square) / Summer Camps at the Orpheum

**FEBRUARY**

- 02/02** ..... American Heart Month: How Hispanics are affected by heart diseases; prevention tips (American Heart Association) / Black History Month / The Play That Goes Wrong (Musical, Feb. 5-9)
- 02/09** ..... Valentine's Day (Feb. 14) / National Children's Dental Month
- 02/16** ..... Line Up for Beale St. Music Festival (to be announced mid-to-late February by Memphis in May)
- 02/23** ..... Aladdin, the Musical (Feb. 26 – March 8) / President's Day (Feb. 17) / Cazateatro's Afro-Latino Night at TheatreWorks (February 28 & 29)

**MARCH**

- 03/01** ..... National Women's History Month (March): Latin women that stand out in Memphis and Shelby County for their achievements and support / 2020-2021 Broadway Season at The Orpheum / **Sports:** Memphis 901 FC (Second season)
- 03/08** ..... The Best Spring Festivals in Memphis / \*Daylight Saving Time Begins (March 8) / Diary of a Wombat (March 14, 2020 at The Orpheum Theatre)
- 03/15** ..... The Best Summer Camps in Memphis / St. Patrick's Day (March 17) / "Play: Love, Loss and What I Wore" at Evergreen Theatre (March 20, 21, 27 & 28)
- 03/22** ..... St. Jude Dream Home Giveaway 2020 (Tickets on sale the last week of March)
- 03/29** ..... American Cancer Society's Relay for Life of Memphis 2019 (April 6) / Down to Earth Festival 2020 at Shelby Farms (Earth Day - April 22) / MLK (52<sup>nd</sup> Anniversary of His Death, April 4 1968-2019 at The National Civil Rights Museum)

**APRIL**

- 04/05** ..... Easter (April 12, 2020) mass and services schedules, events, traditions; Shelby Farms Park to host Eggstravaganza for Easter / A Bronx Tale, the musical (April 7-12) or PSS PSS (April 11, 2020 at the Halloran Centre) / **Sports:** Redbirds Memphis Música 2020 (To Be Announced)
- 04/12** ..... National Child Abuse Prevention Month - Sexual Assault Awareness Month
- 04/19** ..... 2020 Mid-South Heart Walk and Red Dress Dash (April 25 at AutoZone Park) / Festival del Niño de Radio Ambiente (April 30?)
- 04/26** ..... Memphis in May: Beale Street Music Festival 2020 (May 1-3); the Barbecue Cooking Contest (May 13-16); Great American River Run Half Marathon & 5K (May 23); Celebrate Shelby (May 24) / Cazateatro's New Season / Bass Pro Shops at the Pyramid's fifth anniversary (April 29, 2020)

**MAY**

- 05/03** ..... Cinco de Mayo in Memphis: The Best Places to Celebrate in Town / Mother's Day (May 10) / Malco's Kids Summer Film Fest 2020 / National Pet Month (What to do in your pet is missing?) / Asthma Awareness Month
- 05/10** ..... Barbecue Cooking Contest 2020 (May 13-16) / 2020 Summer Movie Series at the Orpheum
- 05/17** ..... CasaLuz' s Fourth Anniversary (what they have accomplished so far, etc.) / Memorial Day (Monday, May 25)
- 05/24** ..... LPL's 23rd Anniversary (May 30, 2020)
- 05/31** ..... Botanic Garden Summer Concert Series

**JUNE**

- 06/07** ..... 2020 Go Red for Women Luncheon (Thursday, June 4<sup>th</sup>)
- 06/14** ..... Summer Festivals/Events / Father's Day (June 21) / Flag Day (June 14)
- 06/21** ..... Summer Grilling Tips
- 06/28** ..... 4<sup>th</sup> of July: Things to Do in Memphis

**JULY**

- 07/05** ..... Open
- 07/12** ..... Open
- 07/19** ..... Come from Away, the musical (July 21-26)
- 07/26** ..... Back to School (August 3, 2020)

**AUGUST**

- 08/02** ..... Elvis' Week 2020 (August 7 to August 16) / National Immunization Awareness Month (August 1-31)
- 08/09** ..... Cazateatro's 10th Anniversary (Aug. 14)
- 08/16** ..... Open
- 08/23** ..... Delta Fair 2020 (September 4 – September 13)
- 08/30** ..... Cazateatro's Latin Fest 901 at Overton Square (Sept. 12)

## 2020 EDITORIAL CALENDAR (CONT.)

### SEPTEMBER

- 09/06** ..... Childhood Cancer Awareness Month (St. Jude Walk/ Run 2020) / National Childhood Obesity Awareness Month (Both: September 1-30) / National Ovarian Cancer Month / National Suicide Prevention Month / Labor Day (Monday, Sept. 7)
- 09/13** ..... Hispanic Heritage Month (September 15, 2020, and ends October 15, 2020): Highlight important Hispanic people in Memphis / Sept. 11 Anniversary (How it has changed to whole world, immigration policies in the U.S., etc.)
- 09/20** ..... Mid-South Fair 2020 / Highlight important Hispanic people in Memphis
- 09/27** ..... Mempho Fest at Shelby Farms Park / Highlight important Hispanic people in Memphis

### OCTOBER

- 10/04** ..... Breast Cancer Month (Making Strides Against Breast Cancer Walk) / Highlight important Hispanic people in Memphis
- 10/11** ..... Domestic Violence Awareness Month / Columbus Day / Zoo Boo / Cazateatro's Preview of Day of the Dead at Crosstown Concourse (Oct. 16) / Highlight important Hispanic people in Memphis
- 10/18** ..... National Bullying Prevention Month / Cazateatro's Día de los Muertos Parade & Festival (Oct. 24) / St. Jude's Promise and Hope Radiothon 2020
- 10/25** ..... Day of the Dead (Día de los Muertos) (Nov. 1 - 2) / Halloween (Oct. 31)

### NOVEMBER

- 11/01** ..... National Diabetes Month / \*Daylight Saving Ends (Nov. 1) / Election Day (Nov. 3)
- 11/08** ..... New President of the U.S. / Starry Nights at Shelby Farms
- 11/15** ..... Holiday celebrations in Memphis (Zoo Lights, Graceland Lights, Parades, Christmas Trees, etc.)
- 11/22** ..... Thanksgiving Day (Nov. 26) / Black Friday (Nov. 27) / Cyber Monday (Nov. 30)
- 11/29** ..... LPL's Christmas Fiesta (Dec. 6) / St. Jude Marathon 2020

### DECEMBER

- 12/06** ..... Virgen de Guadalupe The Celebration of Our Lady of Guadalupe in Memphis (Dec. 12) / Pearl Harbor Day (Dec. 7)
- 12/13** ..... Cazateatro's Latin Christmas Carol around Memphis
- 12/20** ..... Christmas (Dec. 25) - Christmas Services/Mass Schedules
- 12/27** ..... 2020 Year in Review / New Year's Eve Celebrations in Memphis (Dec. 31)

### HOLIDAYS AND OBSERVANCES:

- Jan. 1** ..... New Year's Day
- Jan. 20** ..... Martin Luther King's Day (January 15, 1929, Atlanta, GA - Assassinated: April 4, 1968, Memphis, TN)
- Feb. 14** ..... Valentine's Day
- Feb. 17** ..... Presidents' Day (Washington's Birthday, also known as Presidents' Day, is a federal holiday held on the third Monday of February. The day honors presidents of the United States, including George Washington, the USA's first president.)
- Apr. 12** ..... Easter Sunday
- Apr. 22** ..... Earth Day
- Apr. 30** ..... Día del Niño en México
- May 5** ..... Cinco de Mayo
- May 10** ..... Mothers' Day
- May 25** ..... Memorial Day (Memorial Day is an American holiday observed on the last Monday of May, honors men and women who died while serving in the U.S. military.)
- Jun. 14** ..... Flag Day (In the United States, Flag Day is celebrated on June 14. It commemorates the adoption of the flag of the United States, which happened on that day in 1777 by resolution of the Second Continental Congress.)
- Jun. 14** ..... Children's Day in the U.S.
- Jun. 21** ..... Fathers' Day
- Jul. 4** ..... Independence Day (Independence Day, commonly known as the Fourth of July or July Fourth, is a federal holiday in the United States commemorating the adoption of the Declaration of Independence on July 4, 1776, declaring independence from Great Britain.)
- Sept. 7** ..... Labor Day
- Sept. 12** ..... Cazateatro's Latin Fest
- Sept. 15** ..... Hispanic Heritage Month (through Oct. 15)
- Oct. 12** ..... Columbus Day
- Oct. 16** ..... Cazateatro's Preview of Day of the Dead at Crosstown Concourse
- Oct. 24** ..... Cazateatro's Day of the Dead Parade and Festival
- Oct. 31** ..... Halloween / LPL's Halloween Party at Soccer City 901
- Nov. 11** ..... Veterans Day
- Nov. 26** ..... Thanksgiving Day
- Dec. 6** ..... LPL Christmas Fiesta
- Dec. 24** ..... Christmas Eve
- Dec. 25** ..... Christmas Day
- Dec. 31** ..... New Year's Eve

## 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 account executive.**

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 & SPECIFICATIONS

(901) 751-2100 • [www.laprensalatina.com](http://www.laprensalatina.com)

Prices quoted are net per week. Rates are black & white. Add \$150 for full color.

Ad Size	Open Rate	10+	26+	Classified
Double-Truck (21" x 10.7")	\$1,375	\$1,175	\$950	N/A
Full-Page (10" x 10.7")	\$695	\$585	\$505	\$555
Three-Quarter V (7.5" x 10.7")	\$545	\$525	\$445	\$350
Three-Quarter H (10" x 8")	\$545	\$525	\$445	\$350
Half V (5" x 10.7")	\$465	\$430	\$395	\$285
Half H (10" x 5.3")	\$465	\$430	\$395	\$285
Quarter V (5" x 5.3")	\$320	\$285	\$235	\$220
Quarter H (10" x 2.6")	\$320	\$285	\$235	\$220
Eighth V (2.4" x 5.3")	\$265	\$230	\$190	\$160
Eighth H (5" x 2.6")	\$265	\$230	\$190	\$160
Credit Card (2.4" x 2.6")	\$195	\$175	\$170	\$140
Half-Credit Card (2.4" x 1.25")	\$145	\$120	\$110	\$90
Line-Class**	\$85 (up to 75 words)		\$135 (75 to 125 words)	
Inserts	\$80 per 1,000 (must be received 14 days in advance)			



**Double-Truck**  
(21w x 10.7h - spans page gutter)



**Full Page**  
(10w x 10.7h)



**3/4 Vertical**  
(7.5w x 10.7h)



**3/4 Horizontal**  
(10w x 8h)



**1/2 Vertical**  
(5w x 10.7h)



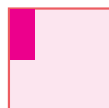
**1/2 Horizontal**  
(10w x 5.3h)



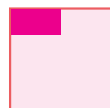
**1/4 Vertical**  
(5w x 5.3h)



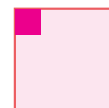
**1/4 Horizontal**  
(10w x 2.6h)



**1/8 Vertical**  
(2.4w x 5.3h)



**1/8 Horizontal**  
(5w x 2.6h)



**Credit Card**  
(2.4w x 2.6h)



**Half Credit Card**  
(2.4w x 1.25h)



**Line Class.**  
(varies)

## Digital Media Best Practices

### Keep It Short

People have short attention spans. Always keep your video to 30 seconds or less. 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 short, 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.



## DIGITAL ADVERTISING RATES & SPECIFICATIONS

(901) 751-2100 • [www.laprensalatina.com](http://www.laprensalatina.com)

### Facebook & Instagram Digital Campaigns

Net pricing quoted for each 7-day campaign. Choose Spanish or English audience.

Plan	Target Impressions (English-Speaking)	Target Impressions (Spanish-Speaking)	Plan Cost
Gold	80,000	40,000	\$600
Silver	40,000	20,000	\$300
Bronze	20,000	10,000	\$150

**Digital campaigns can use a static image or video. We recommend using a video over an image for best results. Standard production includes stock images or client-provided material. Custom video production is available for an additional fee.**

### Facebook & Instagram Posts (Organic)

Net pricing quoted for each combination posting to Facebook and Instagram.

Plan	Facebook Followers	Instagram Followers	Cost
Single Post	6,300+	1,800+	\$100

Does not include production. Client must provide photo/video.

### Advertising on [laprensalatina.com](http://laprensalatina.com)

Prices quoted are net per 30-day campaign. Campaign lengths can be customized.

Website ( <a href="http://www.laprensalatina.com">www.laprensalatina.com</a> ):	per month
Leaderboard (768 x 90px - active rotation on each page)	\$1,500
Banner (345 x 144px - active rotation on each page)	\$1,200
Badge (110 x 65px - shows randomly on each page)	\$500

[www.laprensalatina.com](http://www.laprensalatina.com) has an average of 55k users per month.



Leaderboard (768 x 90px)

Banner (345 x 144px)

Badge (110 x 65px)

Current as of 05/12/2020