



2021

Media Kit



La Prensa Latina Media 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.

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 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.

The Hispanic 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



DID YOU KNOW?

- The total U.S. population is **328 million**.
- The U.S. Hispanic population is **60.4 million**.
- Between July 1, 2011 and July 2012 the Hispanic population increased in the U.S. by **1.1 million**.
- The percentage increase between July 2011 and July 2012 of new Hispanic's living in the U.S. was **2.2%**.
- The projected Hispanic population of the United States by 2060 will be **128 million**. (An increase of 55%)
- In Memphis the current estimated 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 Hispanic families living in the U.S. are married according to U.S. Census data.
- **60.4%** of married couples having children have children under the age of 18 years old.
- **65.7%** of children live in two-parent households.

BY THE NUMBERS...

62%

Hispanic adults who prefer watching TV mostly in 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

\$9.4 Billion

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

Some of Newspaper's Largest Hispanic 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
- 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:

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

Hispanic Smartphone Usage Breakdown:

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

Top Spanish Language TV Networks

- Univision
- Telemundo
- Azteca
- UniMás

Advertising Age, 2019

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

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

Ad Size	Open Rate	10+	26+	Classified
*Front Cover Wrap (.5" border+)	\$605	N/A	N/A	N/A
*Front Cover Billboard (10" x 1.5")	\$415	N/A	N/A	N/A
Double-Truck (21" x 10.7")	\$1,375	\$1,175	\$950	N/A
Full-Page (10" x 10.7")	\$705	\$585	\$505	\$450
Half V (5" x 10.7")	\$475	\$430	\$410	\$285
Half H (10" x 5.3")	\$475	\$430	\$410	\$285
Quarter V (5" x 5.3")	\$330	\$285	\$240	\$225
Quarter H (10" x 2.6")	\$330	\$285	\$240	\$225
Eighth V (2.4" x 5.3")	\$275	\$230	\$190	\$170
Eighth H (5" x 2.6")	\$275	\$230	\$190	\$170
Credit Card (2.4" x 2.6")	\$205	\$185	\$170	\$150
Half-Credit Card (2.4" x 1.25")	\$155	\$120	\$110	\$100
Inserts	\$105 per 1,000 (must be received 14 days in advance)			



Front Cover Wrap



Front Cover Billboard



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)



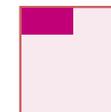
1/4 Vertical (5w x 5.3h)



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)



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

* Limited availability

Effective 06/01/2021 • Rates may change at any time

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

Facebook & Instagram Digital Campaigns

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

Plan	Approximate Impressions	Audience Language	Plan Cost
Gold	110,000	English	\$1,125
		Spanish	\$1,450
Silver	75,000	English	\$750
		Spanish	\$985

Our standard production fee is \$200. This includes stock images and footage. Custom video production services are available for an additional fee. Please see your sales associates for more information.

Facebook & Instagram Posts (Organic)

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

Plan	Facebook Followers	Instagram Followers	Cost
Single Post	7,000+	2,000+	\$100

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

Advertising on laprensalatina.com

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

Website (www.laprensalatina.com):	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 has an average of 55k users per month.



Leaderboard (768 x 90px)

Banner (345 x 144px)

Badge (110 x 65px)

Current as of 06/01/2021 • Rates may change at any time • Impressions may fluctuate

2021 EDITORIAL CALENDAR

COVID-29 COVERAGE: La Prensa Latina Media will be providing ongoing coverage of developments in the fight against the COVID-19 virus in the Mid-South and throughout the world. Because of the unknown variable in this coverage, certain editorial content may be replaced or rescheduled without notice. We apologize for any inconvenience this may cause.

JANUARY:

- 01/03**.....Cover Story: Trump's \$2,000 Checks Stall in Senate as GOP Blocks Vote / Mexican Singer, Composer Armando Manzanero Dies at 85
- 01/10**.....Cover Story: COVID-19 vaccines in Memphis, who is next in line? / Elvis' Birthday Celebration 202 (January 7-9) 01/17 Martin Luther King, Jr. (Jan. 18 / 92 years) / Human Trafficking Prevention Month: facts, statistics in West Tennessee
- 01/24**.....Cover Story: Flu Season / 2021 Mid-South Mission of Mercy's Annual Free Dental Care Event (Cancelled due to COVID-19)
- 01/31**.....Super Bowl 2021 in Tampa (Feb. 7)

FEBRUARY

- 02/07**.....Cover Story: American Heart Month: How Hispanics are affected by heart diseases; prevention tips; stories from local people who have been assisted by the AHA (American Heart Association) / Black History Month / Valentine's Day (Feb. 14)
- 02/14**.....President's Day (Feb. 15)
- 02/21**.....National Children's Dental Month
- 02/28**.....Cazateatro's Afro-Latino Night at TheatreWorks (TBA) : A year since the pandemic started in the U.S.

MARCH

- 03/07**.....Cover Story: National Women's History Month (March): Latin women that stand out in Memphis and Shelby County for their achievements and support / Cover B: 2021-2022 Broadway Season at The Orpheum (Mean Girls – March 9-14, 2021)
- 03/14**.....Cover Story: The Best Spring Festivals in Memphis / *Daylight Saving Time Begins (March 14)
- 03/21**.....Cover Story: St. Jude Dream Home Giveaway 2021 (Tickets on sale the last week of March) / The Best Summer Camps in Memphis / St. Patrick's Day (March 17)
- 03/28**.....Easter (April 4, 2021) mass and services schedules, events, traditions; Shelby Farms Park to host Eggstravaganza for Easter / MLK (53rd Anniversary of His Death, April 4, 1968, at The National Civil Rights Museum)

APRIL

- 04/07**.....Cover Story: National Child Abuse Prevention Month -

Sexual Assault Awareness Month / Redbirds Memphis Música 2021 (TBA)

- 04/11**.....Cover Story: Down to Earth Festival 2021 at Shelby Farms (TBA/Earth Day - April 22) / Cover B: Jimmy Buffett's Escape to Margaritaville – The Orpheum, Broadway (April 13-18, 2021)
- 04/18**.....Cover Story: 2021 Mid-South Heart Walk and Red Dress Dash (TBA) / Cover B: Festival del Niño de Radio Ambiente (April 30?)
- 04/25**.....Cover Story: Memphis in May: Beale Street Music Festival 2021 (Cancelled due to COVID-19); the Barbecue Cooking Contest (May 12-15); Great American River Run Half Marathon & 5K (May 29) / Cover B: Cazateatro's New Season (TBA) / Bass Pro Shops at the Pyramid's sixth anniversary (April 29, 2021)

MAY

- 05/02**.....Cover Story: Cinco de Mayo in Memphis: The Best Places to Celebrate in Town / Mother's Day (May 9) / Cover B: Malco's Kids Summer Film Fest 2021 (TBA) / National Pet Month (What to do in your pet is missing?) / Asthma Awareness Month / Hometown – The Orpheum, Broadway (May 4-9, 2021)
- 05/09**.....Cover Story: Barbecue Cooking Contest 2021 (May 12-15) / Cover B: 2021 Summer Movie Series at the Orpheum (TBA)
- 05/16**.....Cover Story: CasaLuz' s Fifth Anniversary (what they have accomplished so far, etc.)
- 05/23**.....LPL's 24th Anniversary (May 30, 2021) / Cover B: Memorial Day (Monday, May 31)
- 05/30**.....Cover Story or Cover B: 2021 Go Red for Women Luncheon (TBA) / Botanic Garden Summer Concert Series (TBA)

JUNE

- 06/06**.....Cover Story: Summer Festivals/Events
- 06/13**.....Cover Story: Father's Day (June 20) / Flag Day (June 14)
- 06/20**.....Update on COVID-19 data and vaccines
- 06/27**.....Cover Story: 4th of July: Things to Do in Memphis

JULY

- 07/04**.....Update on COVID-19 data and vaccines
- 07/11**.....HAMILTON – The Orpheum, Broadway (July 13-25, 2021)
- 07/18**.....Update on COVID-19 data and vaccines
- 07/25**.....Cover Story: Back to School

2021 EDITORIAL CALENDAR (CONT.)

AUGUST

- 08/01** Cover Story: Elvis' Week 2021 (TBA) / National Immunization Awareness Month (August 1-31)
- 08/08** Cazateatro's 11th Anniversary (Aug. 14)
- 08/15** Update on COVID-19 data and vaccines
- 08/22** The Band's Visit – The Orpheum, Broadway (August 24-29, 2021) / Delta Fair 2021 (TBA)
- 08/29** Cazateatro's Latin Fest 901 (TBA)

SEPTEMBER

- 09/05** Cover Story: Childhood Cancer Awareness Month (St. Jude Walk/Run 2021) / National Childhood Obesity Awareness Month (Both: September 1-30) / National Ovarian Cancer Month / National Suicide Prevention Month / Labor Day (Monday, Sept. 6)
- 09/12** Cover Story: Hispanic Heritage Month (September 15, 2021, and ends October 15, 2021): Highlight important Hispanic people in Memphis
- 09/19** Mid-South Fair 2021 (TBA) / Highlight important Hispanic people in Memphis
- 09/26** Breast Cancer Month (Making Strides Against Breast Cancer Walk – TBA) / Mempho Fest at Shelby Farms Park (TBA) / Highlight important Hispanic people in Memphis

OCTOBER

- 10/03** Cover Story: Domestic Violence Awareness Month / Highlight important Hispanic people in Memphis / American Cancer Society's Relay for Life of Memphis 2021 (October 8) / Come from Away – The Orpheum, Broadway (October 5-10, 2021)
- 10/10** Cover Story: St. Jude's Promise and Hope Radiothon 2021 / Highlight important Hispanic people in Memphis / Columbus Day / Cover B: Zoo Boo
- 10/17** Cover Story: Cazateatro's Preview of Day of the Dead at Crosstown Concourse (TBA) & Cazateatro's Día de los Muertos Parade & Festival (TBA) / Cover B: National Bullying Prevention Month 10/24 Halloween (Oct. 31)
- 10/31** Cover Story: Day of the Dead (Día de los Muertos) (Nov. 1-2)

NOVEMBER

- 11/07** National Diabetes Month / Disney's The Lion King – The Orpheum, Broadway (November 10-28, 2021) / *Daylight Saving Ends (Nov. 7)
- 11/14** Cover Story: Holiday celebrations in Memphis (Zoo Lights, Graceland Lights, Parades, Christmas Trees, etc.) 11/21 Cover B: Thanksgiving Day (Nov. 25) / Black Friday (Nov. 26) / Cyber Monday (Nov. 29)
- 11/28** Cover Story: LPL's Christmas Fiesta (TBA) / Cover B: St. Jude Marathon 2021 / CATS – Orpheum, Broadway (December 1-5, 2021) / Cazateatro's Latin Christmas Carol around Memphis

DECEMBER

- 12/05** Cover Story or Cover B: Virgen de Guadalupe The Celebration of Our Lady of Guadalupe in Memphis (Dec. 12) / Pearl Harbor Day (Dec. 7)
- 12/12** Latin Christmas traditions 12/19 Christmas (Dec. 25) - Christmas Services/Mass Schedules
- 12/26** Cover Story: 2021 Year in Review / New Year's Eve Celebrations in Memphis (Dec. 31) / Jesus Christ Superstar – The Orpheum, Broadway (December 28, 2021- January 2, 2022)

HOLIDAYS AND OBSERVANCES:

- Jan. 1** New Year's Day
- Jan. 18** ... Martin Luther King's Day (January 15, 1929, Atlanta, GA - Assassinated: April 4, 1968, Memphis, TN)
- Feb. 14** ... Valentine's Day
- Feb. 15** ... 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. 4** Easter Sunday Apr. 22 Earth Day May 5 Cinco de Mayo May 9 Mothers' Day
- May 31** ... 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. 20** ... 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.** Cazateatro's Latin Fest
- Sept. 6** Labor Day
- Oct.** Cazateatro's Preview of Day of the Dead at Crosstown Concourse Oct. / Cazateatro's Day of the Dead Parade and Festival
- Oct. 12** ... Columbus Day (Original day is October 12)
- Oct. 31** ... Halloween / LPL's Halloween Party at Soccer City 901 (Maybe) Nov. 11 Veterans Day
- Nov. 25** .. Thanksgiving Day Dec. ? LPL's Christmas Fiesta Dec. 24 Christmas Eve
- Dec. 25** ... Christmas Day Dec. 31 New Year's Eve