

Media Kit for *La Voz Newspaper*



CONTACT

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www.lavoznewspapers.com

Publication Profile

NAME: *La Voz de Brazoria County Newspaper*

SPONSOR: Mexican American Center for Community and Economic Development

BUSINESS ADDRESS: P. O. Box 19457
Austin, Texas 78760

TELEPHONE: (512) 944-4123

EMAIL: la-voz@sbcglobal.net

WEBSITE: www.lavoznewspapers.com

LANGUAGE FORMAT: Bilingual

FREQUENCY: Monthly

FOCUS: Employment, Education, Economics, Entrepreneurship, Crime Prevention, Cultural Production and Personal Responsibility

PAGES: 12-16

PRINT RUN: 3,000 copies per edition

READERSHIP: 3000 x 3.2 readers = 9,600

DISTRIBUTION: Placement in high traffic areas, subscriptions and distribution at special events

COST: Free

EDITOR: Alfredo Rodriguez Santos c/s

Demographic Overview

Population Brazoria County

1990	2000	2010
191,707	241,767	313,166

Source: U.S. Census Bureau, 2007 Population Estimates, Census 2000, 1990 Census and Historical Census

	Brazoria County	Texas
Population	313,166	25,145,561
Persons under 5 years, percent	7.8%	7.6%
Persons under 18 years, percent	27.5%	27.1%
Persons 65 years and over	9.9%	10.5%
Female persons, percent	49.3%	50.4%
White persons, percent	79.2%	80.9%
Black persons, percent	12.6%	12.2%
American Indian and Alaska Native persons	0.8%	1.0%
Asian persons, percent,	5.6%	4.0%
Native Hawaiian and Other Pacific Islander persons	0.1%	0.1%
Persons reporting two or more races	1.7%	1.7%
Persons of Hispanic or Latino Origin	28.3%	38.1%
White persons not Hispanic	52.4%	44.8
Foreign born persons	12.0%	16.2%
Language other than English spoken at home, age 5+,	24.8%	34.4%
High school graduate or higher age 25+	84.9%	80.4%
Bachelor's degree or higher age 25+	26.5%	26.1%
Veterans, 2007-2011	21,879	1,618,413
Homeownership rate	75.3%	64.5%
Households	103,919	8,667,807
Per capita money income in the past 12 months	\$28,533	\$25,548
Median household income	\$67,018	\$50,920
Persons below poverty level	10.7%	17.0%

Rate Card

Production Requirements

Acceptable camera-ready material is defined as fully finished mechanicals that require no typesetting or camera work of any kind. Publisher recommends the use of an 85 line screen.

Drawings, artwork and articles for reproduction are accepted only at advertisers risk and should be clearly marked to facilitate return.

Camera shots, artwork (screens, reverses, double burns, etc.) and typesetting will be charged to the advertiser at prevailing rates.

Publisher is not liable for reproduction quality on mechanicals that require camera work.

Deadlines/Changes/Cancellations

Deadline for ad copy is on the 25th day of the month before ad is to appear. All cancellations must be in writing.. Cancellations or changes are not accepted after the date stipulated above.

Terms

All advertisers must pay in advance unless account is established. All political advertising must pay in advance.

Agency's Commissions

20% of gross billing on space, color and position to recognized agencies who guarantee payment and deliver camera-ready copy to publisher's office by deadline. Agency commissions are not allowed on accounts more than 60 days past due. No Commissions are paid on production charges.

Frequency Discounts

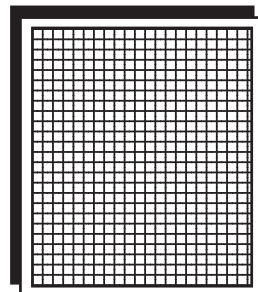
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

SIZE	ADVERTISEMENT FREQUENCY			
	1 Time	3 Times	6 Times	12 Times
Full Page	\$825	\$745	\$665	\$585
1/2 Page	\$550	\$490	\$430	\$370
1/4 Page	\$375	\$325	\$275	\$225
1/8 Page	\$225	\$190	\$155	\$120
Business Card	\$ 75	\$ 65	\$ 55	\$ 45

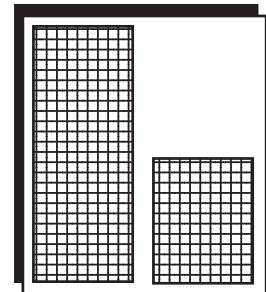
Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.0"	10.0"
1/2 Page (Vertical)	4.75"	10.0"
1/2 Page (Horizontal)	10.0"	5.0"
1/4 Page (Vertical)	4.75"	5.0"
1/4 Page (Horizontal)	10.0"	2.5"
1/8 Page (Horizontal)	4.75"	2.5"
1/8 Page (Vertical)	2.5"	5.0"
Business Card	3.5" x 2"	

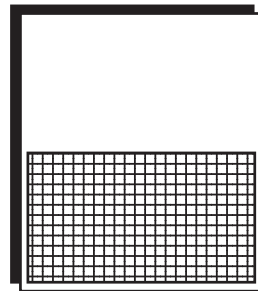
AD Sizes



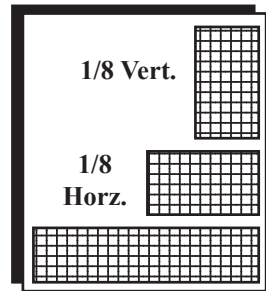
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Horizontal

For more information please contact
Alfredo R. Santos c/s (512) 944-4123

La Voz Newspaper

Why Advertise in La Voz?

There are plenty of reasons why you should advertise with *La Voz Newspapers*.

First of all, our ads are very inexpensive.

Secondly, your advertisement can reach and penetrate parts of the community that other publications don't even come close to. Not only do we distribute in heavy pedestrian traffic locations, but we also make it a point to distribute at churches, festivals and special events such as community meetings.

Third, *La Voz Newspapers* are different than the other publications in that we are not only engaged in "journalism" but also "community development." We believe that information is power and that one of the ways you help people raise themselves up economically is by providing them with good information that in turn allows them to make good economic decisions. Your support helps us to improve the "knowledge quotient" of the community and in this way, you are helping us to make a valuable investment in Seguin, Texas.

Fourth: The other reason why you should advertise with us has to do with the opportunities we are creating for young people. At *La Voz Newspapers* we don't just talk about community development, we practice it! We believe in paying everyone who works with us. As with our other newspapers, we have a standing policy of paying students who write stories. Students who write articles for *La Voz* are paid 10¢ a word. While this may not seem like a lot of money, we believe that for teenagers: "*Money in their pocket helps keep them off the docket.*" Your advertising dollar helps us to help keep kids busy and out of trouble.

Fifth: It is no secret that the demographics of Texas are changing. As more Latinos decide to call *Brazoria County* home, they are going to need and use the same goods and services that others do. Brand loyalty and product familiarity are extremely valuable intangibles that every business seeks to develop and cultivate. Advertising in *La Voz* is a smart way to reach out and show people in the community who you are and the products and services you stand by.

La Voz Newspaper

Ad Agreement

P.O. Box 19457 Austin, Texas 78760 Phone (512) 944-4123

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone _____ Fax: _____

Size of ad:

1 1/2 1/4 1/8 Business Card

Camera Ready: Yes No

Photo: Yes No

Cost of Ad: _____

Your Check Number: _____

Circle Months Ad is to Run: Jan. Feb.

March April May June July

August Sept. Oct. Nov. Dec.

Notes

Approved by: _____ Date: _____

La Voz Representative _____ Date: _____