



LA PRENSA LATINA

BILINGUAL MEDIA

2024 Media Kit

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 our local reporting staff, the Associated Press, and EFE news agency, as well as many local and national partnerships and contributors.

ENTERTAINMENT:

We make available the latest bilingual celebrity events and Hollywood blockbusters in every issue.

SPORTS:

We follow your favorite teams! You will find local coverage of the NBA and the Memphis Grizzlies, University of Memphis and NCAA, 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.

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

Breakdown of Hispanic Heritage in the Mid-South Market:

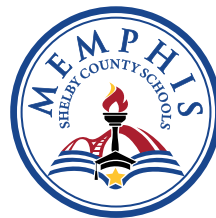
- 60% Mexico and Central America (Guatemala, Salvador, Costa Rica, Honduras, Nicaragua, Panama)
- 14% Venezuela and Colombia
- 13% Cuba, Puerto Rico and Dominican Republic
- 13% Spain and South America (Argentina, Chile, Ecuador, Peru, Uruguay, Paraguay and Brazil) The total US Hispanic population is roughly 54 million.
- 15% of the national population.*

* Sources: U.S. Department of Commerce, U.S. Census Bureau & American Community Survey, NPR, University of Georgia's "Multicultural Economy Report", Advertising Age, University of Memphis, Rhodes College, and Latino Memphis.

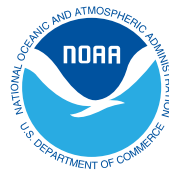
La Prensa Latina Media Offers the Following Services in Spanish and English:

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

Partners, Friends, and Clients:



Public Health
Prevent. Promote. Protect.
Shelby County Health Department





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.

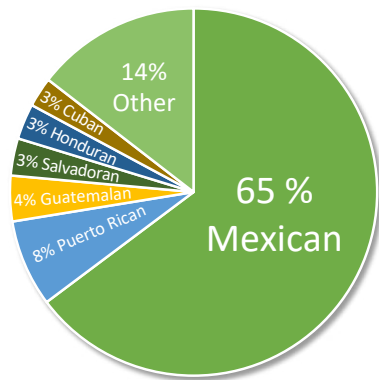
HISPANIC

HOUSEHOLDS
103,460

POPULATION
411,517

POPULATION DENSITY
6%

HISPANIC ORIGIN



HISPANIC

HOUSEHOLD SIZE

3.9

MEDIAN AGE

25.3

TOTAL MARKET

HOUSEHOLD SIZE

2.6

MEDIAN AGE

38.5

* Sources: 2022 Claritas | Multicultural Economy 2019 | Fortune 500 | Pew Research | 2022 Nielsen Universe Estimates

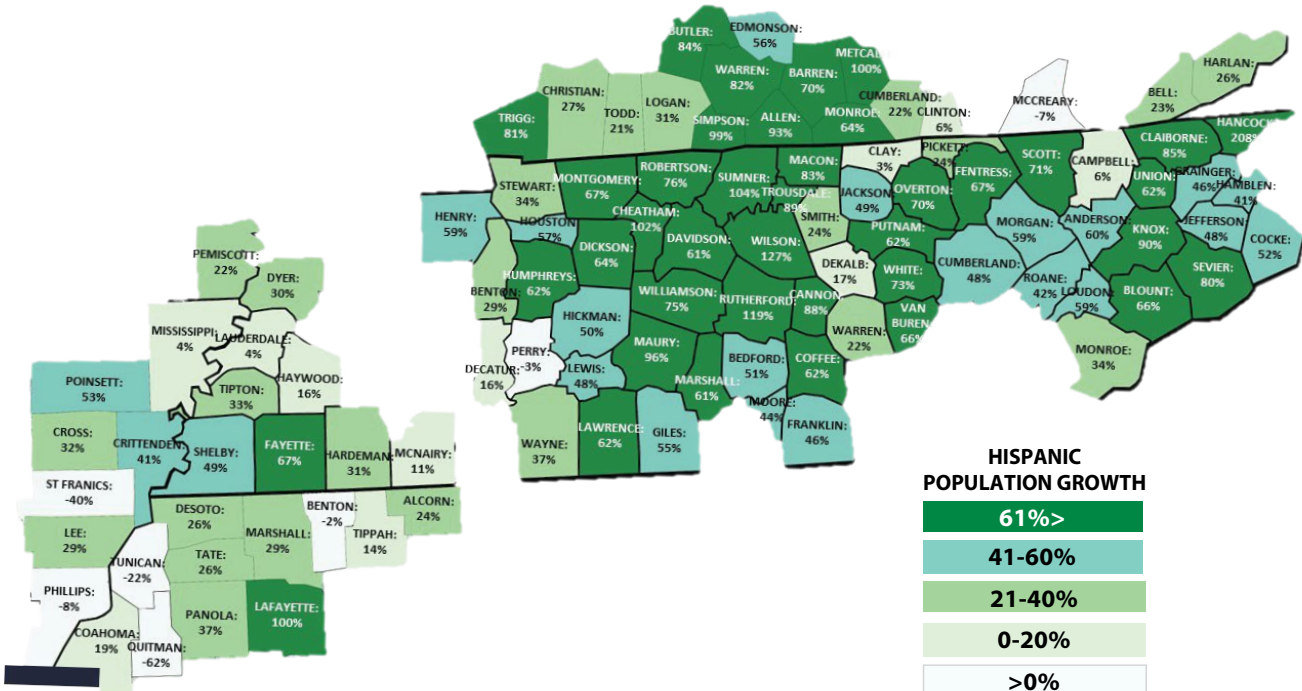
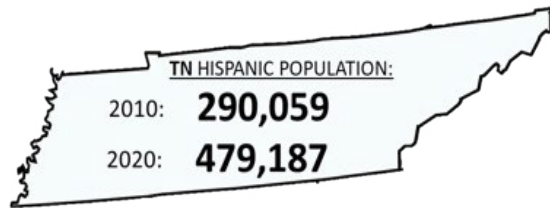
The Hispanic Community is the *Fastest Growing Minority* in Tennessee



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%.



* Sources: Race & Ethnicity in the US: 2010 Census & 2020 Census

FACTS:

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

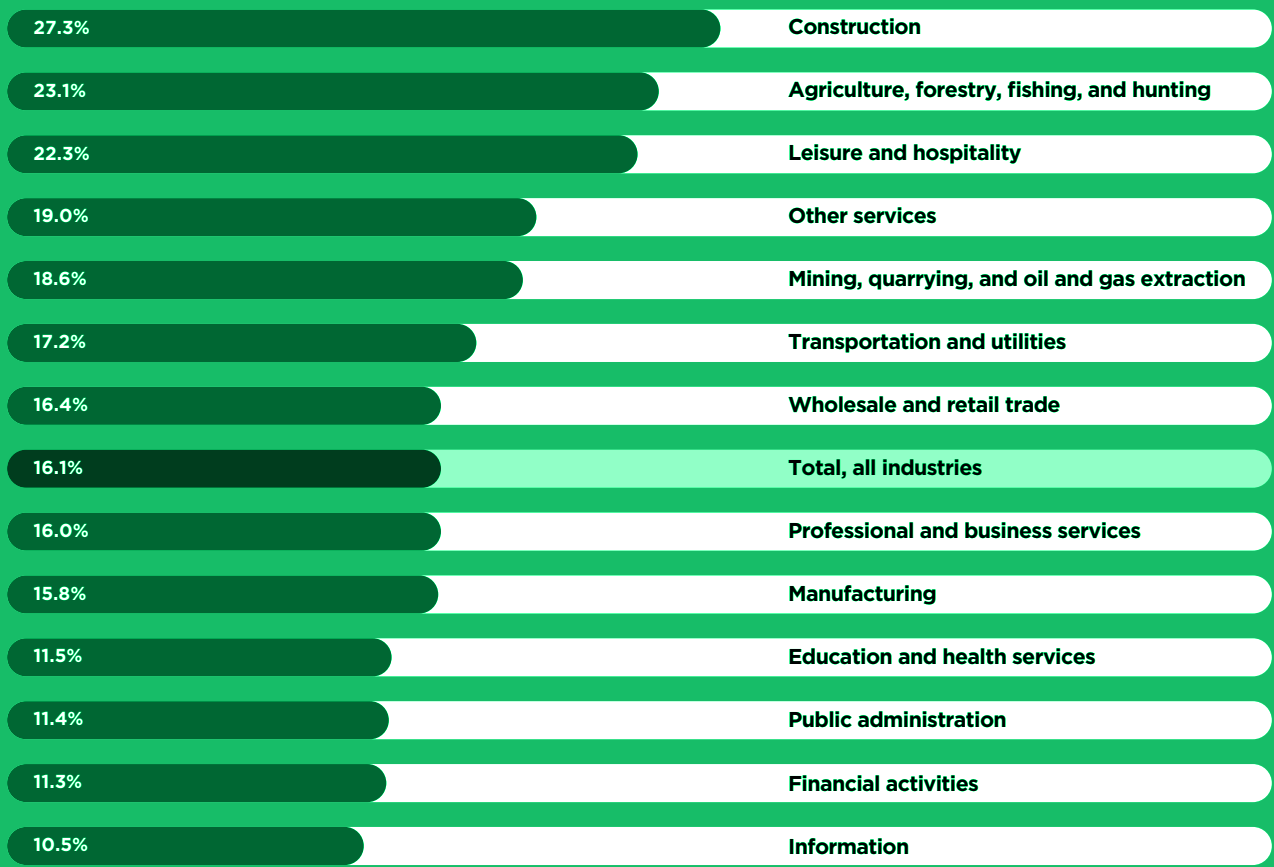
The U.S. Hispanic population has grown 29% in the last decade, from 50.5 million in 2010 to **62.1 million** in 2020. Hispanics accounted for **51%** of the entire U.S. population growth during that period.

\$1.5 trillion

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

MORE FACTS:

Industries With The Largest Share Of Hispanic Workers



\$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 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

* Sources: U.S. Department of Commerce, U.S. Census Bureau & American Community Survey, NPR, University of Georgia's "Multicultural Economy Report", Advertising Age, University of Memphis, Rhodes College, and Latino Memphis.

PRINT ADVERTISING RATES & SPECS

(901) 751-2100 • www.laprensa-latina.com

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

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.

Ad Size	Open Rate	Classified
*Front Cover Wrap (.5" border+)	\$674	N/A
*Front Cover Billboard (9.75" x 1.25")	\$469	N/A
*Double-Truck (20.37" x 9.7")	\$1,506	N/A
Full-Page (9.75" x 9.7")	\$782	\$507
Half V (4.81" x 9.7")	\$534	\$329
Half H (9.75" x 4.78")	\$534	\$329
Quarter V (4.81" x 4.78")	\$377	\$264
Quarter H (9.75" x 2.33)	\$377	\$264
Eighth V (2.34" x 4.78")	\$318	\$228
Eighth H (4.81" x 2.33")	\$318	\$228
Credit Card (2.34" x 2.33")	\$242	\$183
Half-Credit Card (2.34" x 1.1")	\$188	\$129
Inserts	\$115 per 1,000 (must be received 14 days in advance)	



Front Cover Wrap



Front Cover Billboard



Double-Truck
(20.37" x 9.7" - spans page gutter)



Full Page
(9.75" x 9.7")



1/2 Vertical
(4.81" x 9.7")



1/2 Horizontal
(9.75" x 4.78")



1/4 Vertical
(4.81" x 4.78")



1/4 Horizontal
(9.75" x 2.33")



1/8 Vertical
(2.34" x 4.78")



1/8 Horizontal
(4.81" x 2.33")



Credit Card
(2.34" x 2.33")



Half Credit Card
(2.34" x 1.1")

* Limited availability

Effective 01/01/2024 • Rates may change at any time

DIGITAL ADVERTISING RATES & SPECS

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

Facebook & Instagram Digital Campaigns

We recommend 7-day campaigns.

Plan	Approximate Impressions*	Audience Language	Net Plan Cost
Gold	150,000	English	\$1,475
		Spanish	\$1,750
Silver	110,000	English	\$1,225
		Spanish	\$1,550

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.

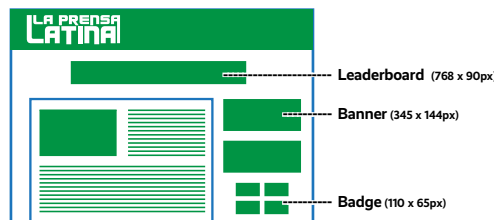
Plan	Facebook Followers	Instagram Followers	Net Cost
8x post package	8,800+	3,000+	\$475
15x post package	8,800+	3,000+	\$650

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.

Website (www.laprensalatina.com):	Net per month
Leaderboard (768 x 90px - active rotation on each page)	\$1,600
Banner (345 x 144px - active rotation on each page)	\$1,300
Badge (110 x 65px - shows randomly on each page)	\$600



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

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.



* Impressions may fluctuate

Effective 01/01/2024 • Rates may change at any time



EDITORIAL CALENDAR

JANUARY:

- 01/07 Elvis' 89th Birthday Celebration 2024
- 01/14 2024 Mid-South Mission of Mercy's Annual Free Dental Care Event (Jan. 26-27) • Martin Luther King, Jr. (King Day, Feb. 15)
- 01/21 Human Trafficking Prevention Month: facts, statistics in West Tennessee
- 01/28 February is American Heart Month: prevention tips, stories from local people who have been assisted by the AHA (American Heart Association)

FEBRUARY

- 02/04 Black/Afro-Latino History Month • Super Bowl 2024 • Save the dates for Summer Camps 2024 at the Orpheum Theatre • "LES MISÉRABLES" (The Orpheum, Broadway)
- 02/11 National Children's Dental Month • Valentine's Day
- 02/18 Afro-Latino Week with Cazateatro (Feb. 21-24)
- 02/25 2024-2025 Broadway Season at the Orpheum

MARCH

- 03/03 National Women's History Month and International Women's Day (March 8)
- 03/10 Spring Festivals in Memphis • "MRS. DOUBTFIRE" (The Orpheum, Broadway) • *Daylight Saving Time Begins (March 10)
- 03/17 St. Jude Dream Home Giveaway 2024
- 03/24 The Best Summer Camps in Memphis
- 03/31 Easter (March 31) • "WICKED" (The Orpheum, Broadway)

APRIL

- 04/07 Sexual Assault Awareness Month • National Child Abuse Prevention Month
- 04/14 2024 Mid-South Heart Walk and Red Dress Dash (April 20)
- 04/21..... Earth Day 2024
- 04/28 Memphis in May (Salute to France) • Cinco de Mayo • Mempho Fest at Tom Lee Park (May 3-5)

MAY

- 05/05 National Pet Month • Asthma Awareness Month • Mother's Day (May 12)
- 05/12 Barbecue Cooking Contest 2024 (May 15-18)
- 05/19 Memorial Day (May 27) • Orion Concert Series at Overton Shell
- 05/26 LPL's 28th Anniversary

JUNE

- 06/02 Summer Festivals/Events
- 06/09 Father's Day (June 16)
- 06/16 Juneteenth (June 19)
- 06/23 Botanic Garden Summer Concert Series
- 06/30 4th of July: Things to Do in Memphis

JULY

- 07/07 Vacation spots in TN, AR, and MS
- 07/14 "MAMMA MIA!" (The Orpheum, Broadway)
- 07/21 Back to School
- 07/28 National Immunization Awareness Month

AUGUST

- 08/04 Elvis' Week 2024 (Aug. 9-17)
- 08/11 Cazateatro's 14th Anniversary and Latin Fest 901
- 08/18 Delta Fair 2024
- 08/25 Mid-South Fair 2024 • Labor Day (Sept. 2) • Cazateatro's New Season

SEPTEMBER

- 09/01 Childhood Cancer Awareness Month (St. Jude Walk/Run 2024) • September is the Arepa's Month
- 09/08 National Suicide Prevention Month • 2024 Go Red for Women Luncheon
- 09/15 HHM 2024 - Highlight important Hispanic people and businesses in Memphis • Hispanic Heritage Month Luncheon at the Memphis City Hall; Hispanic Heritage Month Celebration at the Beale Street Landing with LPL
- 09/22 Hispanic Film Fest in Memphis • HHM 2024 - Highlight important Hispanic people and businesses in Memphis
- 09/29 CasaLuz' s 9th Anniversary • HHM 2024 - Highlight important Hispanic people and businesses in Memphis

OCTOBER

- 10/06 Domestic Violence Awareness Month • HHM 2024 - Highlight important Hispanic people and businesses in Memphis • Columbus Day
- 10/13 Breast Cancer Month (Making Strides Against Breast Cancer Walk/American Cancer Society's Relay for Life of Memphis 2024 • St. Jude's Promise and Hope Radiothon 2024 • HHM 2024 - Highlight important Hispanic people and businesses in Memphis • Zoo Boo • National Bullying Prevention Month
- 10/20 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
- 10/27 Halloween

NOVEMBER

- 11/03 National Diabetes Month • *Daylight Saving Ends (Nov. 3)
- 11/10 Holiday celebrations in Memphis (Zoo Lights, Graceland Lights, Parades, Christmas Trees, etc.)
- 11/17 LPL's Christmas Fiesta
- 11/24 Thanksgiving Day • Black Friday • Cyber Monday • St. Jude Marathon 2024

DECEMBER

- 12/01 2024 E & Y United Awards Gala/Miss Quinceañera 2024
- 12/08 Our Lady of Guadalupe: Celebrations in Memphis
- 12/15 Latin Christmas traditions • Christmas Services
- 12/22 New Year's Eve Celebrations in Memphis
- 12/29 2024 Year in Review

* Editorial Calendar May Change at Any Time