



LA PRENSA LATINA

BILINGUAL MEDIA

2025 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 local reporting staff, 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 and University of Memphis 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

* 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.

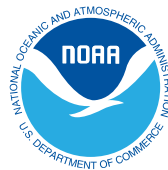
La Prensa Latina Media Offers the Following Services in Spanish and English:

- 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.

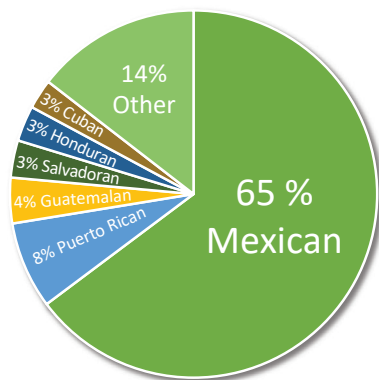
HISPANIC

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

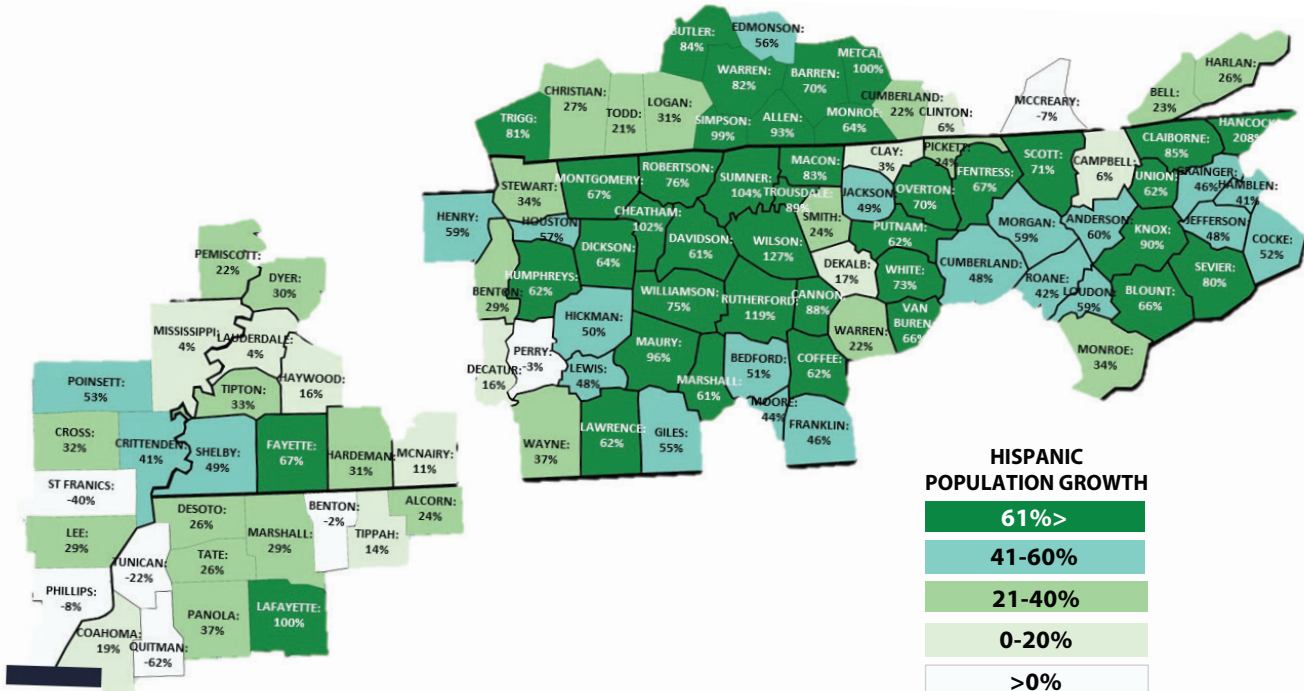
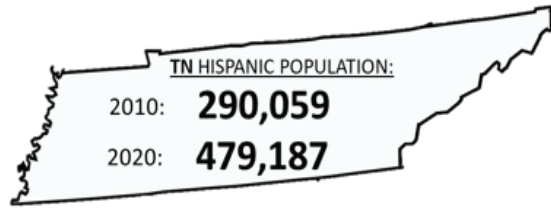
The Hispanic Community is the *Fastest Growing Minority* in Tennessee



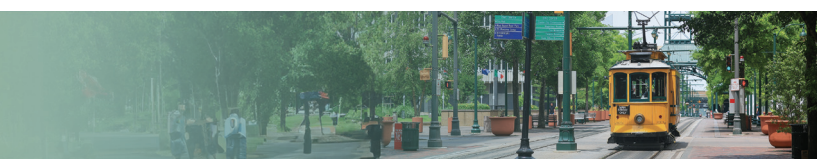
Memphis Metro Area Includes:

- 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.

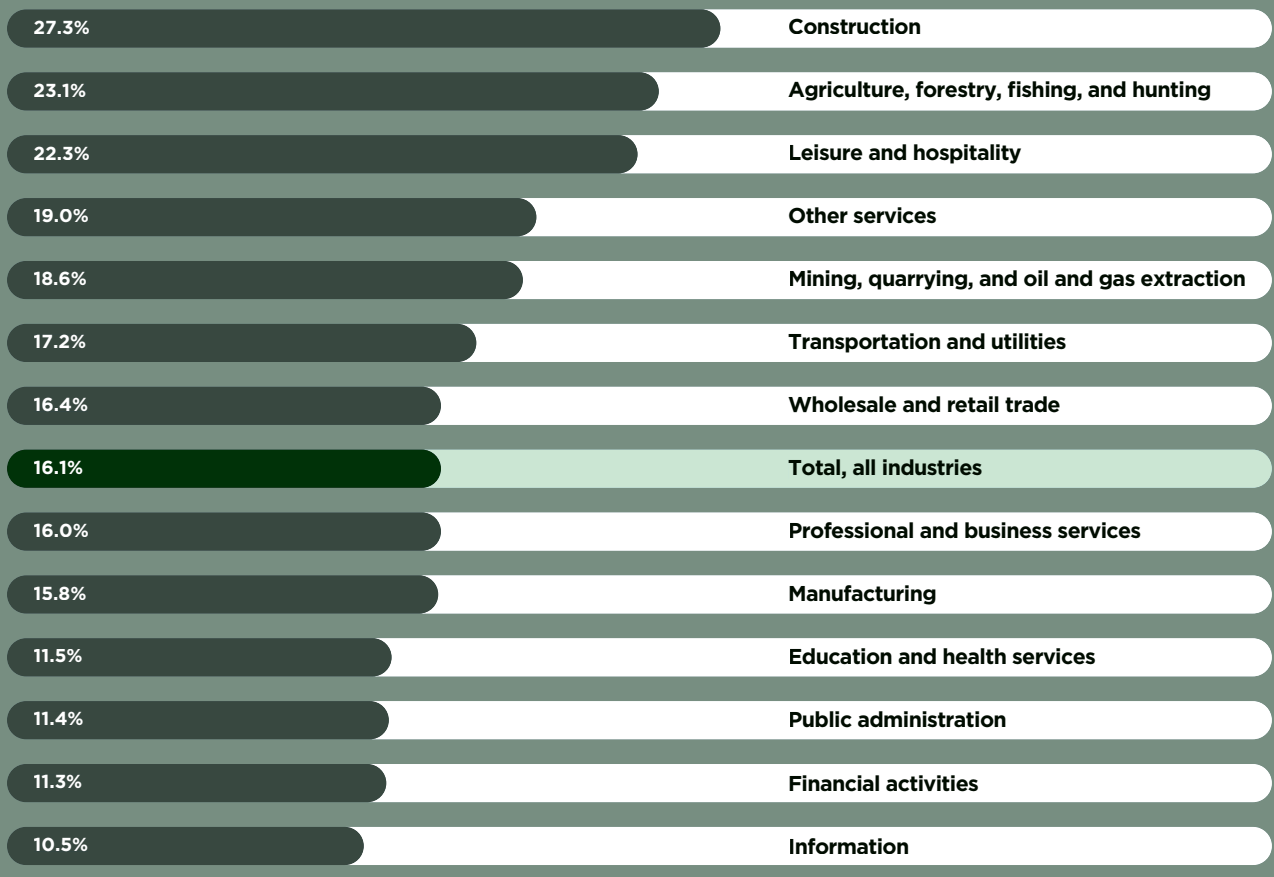
\$1.5 trillion

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) 441-6216 • www.laprensalatina.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 Billboard (7.25" x 2")	\$525	N/A
*Double-Truck (20.37" x 9.7")	\$1,550	N/A
Full-Page (9.75" x 9.7")	\$795	\$510
Half V (4.81" x 9.7")	\$545	\$335
Half H (9.75" x 4.78")	\$545	\$335
Quarter V (4.81" x 4.78")	\$385	\$265
Quarter H (9.75" x 2.33)	\$385	\$265
Eighth V (2.34" x 4.78")	\$325	\$230
Eighth H (4.81" x 2.33")	\$325	\$230
Credit Card (2.34" x 2.33")	\$250	\$185
Inserts	\$115 per 1,000 (must be received 14 days in advance)	



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")

* Limited availability

Effective 01/01/2025 • Rates may change at any time

DIGITAL ADVERTISING RATES & SPECS

(901) 441-6216 • www.laprensalatina.com

Facebook & Instagram Digital Campaigns

We recommend 7-day campaigns.

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.



Plan	Approximate Impressions*	Audience Language	Net Plan Cost
Gold	150,000	English	\$1,525
		Spanish	\$1,800
Silver	110,000	English	\$1,275
		Spanish	\$1,600

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+	\$480
15x post package	8,800+	3,000+	\$750

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)	\$1,500
Banner (345 x 144px - active rotation on each page)	\$1,000



250,000

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

* Impressions may fluctuate

Effective 01/01/2025 • Rates may change at any time

2025 EDITORIAL CALENDAR

JANUARY:

- 01/05 Elvis' 90th Birthday Celebration 2025
- 01/12 2024 Mid-South Mission of Mercy's Annual Free Dental Care Event (Jan. 25-26) • Martin Luther King, Jr. (King Day, Feb. 20)
- 01/19 Human Trafficking Prevention Month: facts, statistics in West Tennessee
- 01/26 February is American Heart Month: prevention tips, stories from local people who have been assisted by the AHA (American Heart Association)

FEBRUARY

- 02/02 Black/Afro-Latino History Month • Super Bowl 2025
 - Save the dates for Summer Camps 2024 at the Orpheum Theatre • "HAMILTON" (The Orpheum, Broadway)
- 02/09 National Children's Dental Month • Valentine's Day
- 02/16 Afro-Latino Week with Cazateatro (Feb. 21-24)
- 02/23 2025 Broadway Season at the Orpheum

MARCH

- 03/02 National Women's History Month and International Women's Day (March 8)
- 03/09 Spring Festivals in Memphis • "MRS. DOUBTFIRE" (The Orpheum, Broadway) • *Daylight Saving Time Begins (March 09)
- 03/16 St. Jude Dream Home Giveaway 2025
- 03/23 The Best Summer Camps in Memphis
- 03/30 National Drug and Alcohol prevention month

APRIL

- 04/06 Sexual Assault Awareness Month
 - National Child Abuse Prevention Month
- 04/13 2025 Mid-South Heart Walk and Red Dress Dash (April 19)
 - Easter
- 04/20 Earth Day 2025
- 04/27 Memphis in May (Salute to France) • Cinco de Mayo
 - Mempho Fest at Tom Lee Park (May 2-4)

MAY

- 05/04 National Pet Month • Asthma Awareness Month
 - Mother's Day (May 11)
- 05/11 Barbecue Cooking Contest 2025 (May 16-18)
- 05/18 Memorial Day (May 26)
 - Orion Concert Series at Overton Shell
- 05/25 LPL's 29th Anniversary

JUNE

- 06/01 Summer Festivals/Events
- 06/08 Father's Day (June 15)
- 06/15 Juneteenth (June 19)
- 06/22 Botanic Garden Summer Concert Series
- 06/29 4th of July: Things to Do in Memphis

JULY

- 07/06 Vacation spots in TN, AR, and MS
- 07/13 "The Wiz!" (The Orpheum, Broadway)
- 07/20 Back to School
- 07/27 National Immunization Awareness Month

AUGUST

- 08/03 Elvis' Week 2025 (Aug. 8-16)
- 08/10 Cazateatro's 15th Anniversary and Latin Fest 901
- 08/17 Delta Fair 2025
- 08/24 Mid-South Fair 2025 • Labor Day (Sept. 1)
 - Cazateatro's New Season
- 08/30 Family Planning Month (Choices and Step Ahead)

SEPTEMBER

- 09/07 Childhood Cancer Awareness Month (St. Jude Walk/Run 2025)
 - Arepa's Month
- 09/14 Hispanic Heritage Month 2025 • National Suicide Prevention Month
 - Highlight important Hispanic people and businesses in Memphis
- 09/21 HHM 2025 - Highlight important Hispanic people and businesses in Memphis
- 09/28 Hispanic Film Fest in Memphis • CasaLuz' s 9th Anniversary
 - HHM 2025 - Highlight important Hispanic people and businesses in Memphis

OCTOBER

- 10/05 Domestic Violence Awareness Month • HHM 2025 – Highlight important Hispanic people and businesses in Memphis
 - Columbus Day
- 10/12 Breast Cancer Month (Making Strides Against Breast Cancer Walk/ American Cancer Society's Relay for Life of Memphis 2025)
 - Highlight important Hispanic people and businesses in Memphis
 - St. Jude's Promise and Hope Radiothon 2025
 - HHM 2025 - Zoo Boo • National Bullying Prevention Month
- 10/19 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
- 10/26 Halloween

NOVEMBER

- 11/02 National Diabetes Month • *Daylight Saving Ends (Nov. 2)
- 11/09 Holiday celebrations in Memphis (Zoo Lights, Graceland Lights, Parades, Christmas Trees, etc.)
- 11/16 LPL's Christmas Fiesta
- 11/23 Thanksgiving Day • Black Friday • Cyber Monday
 - St. Jude Marathon 2025
- 11/30 Toys for Tots (Toys donation programs in Memphis)

DECEMBER

- 12/01 2025 E & Y United Awards Gala/Miss Quinceañera 2025
- 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 2025 Year in Review

* Editorial Calendar May Change at Any Time

Distribution Points

Updated July 13, 2023



#	Location	Address	City	Zip	#	Location	Address	City	Zip
1	Cazadores Mexican Grill	11695 Highway 70	Arlington	38002	112	A & K Beauty	681 Avon Road, (Summer)	Memphis	38122
2	Mezcal Mexican Restaurant	11615 Highway 70	Arlington	38002	113	La Isla # 4	685 Avon Road	Memphis	38122
3	Farmers Market-Cordova	1150 Germantown Parkway North	Cordova	38016	114	Superlo Foods	2155 Covington Pike	Memphis	38122
4	Hueys Cordova	1771 North Germantown Parkway	Cordova	38016	115	Supermercado La Fiesta	3662 Macon Road	Memphis	38122
5	La Michoacana	830 Germantown Parkway North	Cordova	38016	116	Panaderia Caminos De Michoacan	3896 Macon Road	Memphis	38122
6	FedEx Employees Credit Association	8195 Dexter Rd	Cordova	38016	117	Tienda El Ranchito	3900 Macon Road	Memphis	38122
7	La Hacienda	255 New Byhalia Road 10	Collierville	38017	118	Stepherson's	3942 Macon Road	Memphis	38122
8	Southern Security	765 West Poplar Ave	Collierville	38017	119	Gaisman Park Community Center	4221 Macon Road	Memphis	38122
9	La Perla Tapatia	2050 Poplar Avenue West # 101	Collierville	38017	120	Texaco	4286 Macon Road	Memphis	38122
10	El Mezcal Rest.	694 Germantown Parkway North #48	Cordova	38018	121	Panaderia La Ilusion #3	4312 Macon Road	Memphis	38122
11	My Favorite Place	880 Germantown Parkway North	Cordova	38018	122	Maria's Beauty Salon	681 Summer Ave	Memphis	38122
12	Memphis/Shelby County Library Branch	8457 Trinity Road	Cordova	38018	123	Elwood's Shack	4523 Summer Ave	Memphis	38122
13	Memphis City Hall	125 N Main Street	Memphis	38103	124	Los Picosos	3937 Summer Ave	Memphis	38122
14	Huey's Downtown	77 S 2nd Street	Memphis	38103	125	El Palmer Mexican Restaurant	4069 Summer Ave	Memphis	38122
15	Sabor Caribe	662 Madison Ave	Memphis	38103	126	Los Cabos	4090 Summer Ave	Memphis	38122
16	Cash Saver	1620 Madison Ave	Memphis	38103	127	Glamour Salon de Belleza	4090 Summer Ave	Memphis	38122
17	Frida's	1718 Madison Ave	Memphis	38103	128	La Michoacana	4091 Summer Ave	Memphis	38122
18	Memphis/Shelby County Library Branch	33 South Front Street	Memphis	38103	129	Sherwin Williams	4717 Summer Ave	Memphis	38122
19	Ronald Mc D House	535 Alabama Ave	Memphis	38104	130	Los Comales Restaurant	4774 Summer Ave	Memphis	38122
20	St. Jude	332 North Lauderdale	Memphis	38104	131	Rio Grande	5110 Summer Ave	Memphis	38122
21	Choices	1726 Poplar Ave/Evergreen	Memphis	38104	132	La Espiga	3987 Summer Avenue	Memphis	38122
22	Christian Brothers Univeristy	650 East Parkway South	Memphis	38104	133	Panaderia Monterrey	4514 Summer Avenue	Memphis	38122
23	Kroc Center	800 E Parkway	Memphis	38104	134	Taxes Diaz	4721 Summer Ave	Memphis	38122
24	Viet Hoa Food Market	40 North Cleveland	Memphis	38104	135	La Estrella	4770 Summer Avenue	Memphis	38122
25	Crossdown Concourse	1350 Concourse Ave	Memphis	38104	136	La Guadalupeana Taqueria I	4818 Summer Avenue	Memphis	38122
26	Memphis/Shelby County Library Branch	1040 South Third Street	Memphis	38106	137	Los Jarochos	4894 Summer Avenue	Memphis	38122
27	Memphis/Shelby County Library Branch	1192 Voltinette	Memphis	38107	138	Tortilleria LaUnica II	5715 Summer Avenue # 8	Memphis	38122
28	Wells Elementary School	1610 Wells Station Road	Memphis	38108	139	V.I.S.A. INC	5159 Wheelies Drive	Memphis	38122
29	La Roca 2	1477 Wells Station Road	Memphis	38108	140	Felipes	4511 Summer Avenue # 1	Memphis	38122
30	Diana's Hair Salon	1535 Wells Station Road	Memphis	38108	141	Salon de Belleza	668 Waring	Memphis	38122
31	Memphis/Shelby County Library Branch	1530 North Hollywood	Memphis	38108	142	Frutamania	670 Waring	Memphis	38122
32	Memphis/Shelby County Library Branch	3676 Highway 61 South	Memphis	38109	143	Z Market	682 Waring Road	Memphis	38122
33	Memphis/Shelby County Library Branch	929 South Third Street	Memphis	38109	144	Memphis/Shelby County Library Branch	3752 Given	Memphis	38122
34	La Fiesta Supermarket	1308 Getwell Road	Memphis	38111	145	Huey's Southwind	7825 Winchester Road	Memphis	38125
35	Tzoncalli Salon	1414 Getwell Road	Memphis	38111	146	Memphis/Shelby County Library Branch	7200 East Shelby Drive	Memphis	38125
36	El Porton	65 Highland Avenue South	Memphis	38111	147	Memphis/Shelby County Library Branch	531 Vance Avenue	Memphis	38126
37	La Isla	1620 New Getwell Road	Memphis	38111	148	Memphis/Shelby County Library Branch	3712 Argonne	Memphis	38127
38	Mediterranean Grocery	3561 Park Avenue	Memphis	38111	149	La Guadalupeana III	3160 Austin Peay Highway	Memphis	38128
39	Las Delicias Bar & Grill	4002 Park Avenue	Memphis	38111	150	Christ Community Helth Services	3481 Austin Peay Highway	Memphis	38128
40	El Toro Loco	2617 Poplar Avenue	Memphis	38111	151	Casa Perez # 3	2532 Covington Pike	Memphis	38128
41	Memphis/Shelby County Library	3030 Poplar Avenue	Memphis	38111	152	Capitan Seafood	2829 Covington Pike	Memphis	38128
42	Southern Security	3183 3183 Poplar Ave	Memphis	38111	153	Lupe's Haircut	3024 Covington Pike # 100	Memphis	38128
43	Casa Luz	Poplar Avenue	Memphis	38111	154	Camellia & Medicos	3030 Covington Pike # 2	Memphis	38128
44	Memphis/Shelby County Library Branch	3300 Sharpe	Memphis	38111	155	Super Coin Laundry	3960 Jackson Avenue	Memphis	38128
45	Planned Parenthood	2430 Poplar Avenue	Memphis	38112	156	Supermercado el Rey	3968 Jackson Avenue	Memphis	38128
46	La Llamarada Mexican Restaurant	2877 Summer Ave	Memphis	38112	157	Taco Loco	3970 Jackson Avenue	Memphis	38128
47	Wash World	3019 Summer Ave	Memphis	38112	158	Lety's Auto Sales	4024 Jackson Avenue	Memphis	38128
48	La Isla 2	2366 Ketchum Road	Memphis	38114	159	Carniceria Jimenez	4122 Jackson Avenue	Memphis	38128
49	Z Market	6505 E. Raines Road	Memphis	38115	160	El Paisa	4203 Jackson Avenue	Memphis	38128
50	Staff Line	2838 Hickory Hill Road # 9	Memphis	38115	161	La Azteca	4209 Jackson Avenue	Memphis	38128
51	New Start Clinic	3530 Hickory Hill Road	Memphis	38115	162	Salou de Belleza Nuevo Look	4213 Jackson Avenue	Memphis	38128
52	Supermercado el Rey 2	3699 Hickory Hill Road	Memphis	38115	163	Memphis/Shelby County Library Branch	3157 Powers Road	Memphis	38128
53	Hickory WIC/Medical Plaza	6590 Kirby Parkway	Memphis	38115	164	FedEx Employees Credit Association	2731 Nonconnah Blvd	Memphis	38132
54	La Jefa	5963 Knight Arnold Road	Memphis	38115	165	S Vaca	2204 Whitten Rd	Memphis	38133
55	Belleza Latina	5411 Knight Arnold Road	Memphis	38115	166	Notaria	2465 Whitten Rd. # 109	Memphis	38133
56	D'Carlo Salon de Bellez	5945 Knight Arnold Road	Memphis	38115	167	La Perla Tienda Mexicana	2465 Whitten Rd. # 107	Memphis	38133
57	Taqueria Garibaldi	5967 Knight Arnold Road	Memphis	38115	168	Los Reyes Bakery/ Panaderia	2465 Whitten Rd. # 106	Memphis	38133
58	Fox Ridge Express Coin Laundry	5959 Knight Arnold Rd	Memphis	38115	169	Playita Mexicana	6194 Macon Road	Memphis	38134
59	Bill Blake Insurance	5724 Mt Moriah	Memphis	38115	170	Dos Amigos	6195 Macon Road	Memphis	38134
60	Christ Community	5366 Mendenhall Mall	Memphis	38115	171	La Ilusion	5717 Raleigh La Grange #4	Memphis	38134
61	Mega Food	3151 Mendenhall South	Memphis	38115	172	El Patron	5817 Stage Road	Bartlett	38134
62	La Fiesta II	3500 Mendenhall South	Memphis	38115	173	Jaime Naini Atty.	6075 Stage Road	Bartlett	38134
63	Dar Salud	6063 Mt. Moriah Road # 4	Memphis	38115	174	La Roca	2248 Whitten Rd	Memphis	38134
64	Viva Mexico Restaurant	6063 Mt. Moriah Road	Memphis	38115	175	Koko Loko Ice Cream	2548 Covington Pike	Memphis	38134
65	Supreme Staffing	6041 Mt. Moriah Road # 12	Memphis	38115	176	Goodwill	6899 Stage Road	Bartlett	38134
66	Super King Buffet	3678 Ridgeway Road	Memphis	38115	177	Panaderia La Luna	4286 Stage Road	Bartlett	38134
67	Cooper Law Firm PLLC	5744 Rayben Cir	Memphis	38115	178	Bartlett Public Library	5884 Stage Road	Bartlett	38134
68	El Mercadito	3766 Ridgeway Road	Memphis	38115	179	Los Jimadores Mexican Grill & Cantina	6220 Stage Road	Bartlett	38134
69	Hibachi Grill	3813 Riverdale Rd	Memphis	38115	180	Blanca Cakes/Antojitos	5070 Raleigh La Grange #18	Memphis	38134
70	Tienda La Bendición La Casa del Chapin	4212 Winchester Road	Memphis	38115	181	El Rancherito	5070 Raleigh La Grange	Memphis	38134
71	Z-Market	5393 Winchester Road	Memphis	38115	182	El Bebe Elegante	5070 Raleigh Lagrange 16	Memphis	38134
72	Mariscos Quetzal	5847 Winchester Road	Memphis	38115	183	Toque Nuevo Salon de Belleza	5070 Raleigh Lagrange 14	Memphis	38134
73	Laundry Supercenter	6376 Winchester Road	Memphis	38115	184	Memphis/Shelby County Library Branch	5884 Stage Road	Bartlett	38134
74	San Jose	6466 Winchester Road	Memphis	38115	185	Caballero Family Healthcare Group	1920 Kirby Parkway	Memphis	38138
75	Mexican Express	6496 Winchester Road	Memphis	38115	186	La Con Quista Mexican Rest.	5721 Raleigh Lagrange	Germantown	38138
76	Belleza Latina	6500 Winchester Road	Memphis	38115	187	Los Cabos	2037 Exeter Road # 2	Memphis	38138
77	Superlo Foods	6532 Winchester Road	Memphis	38115	188	La Bamba Promociones	480 #8 Wiley Parker Rd.	Jackson, TN	38305
78	Farmers Market	6616 Winchester Road	Memphis	38115	189	Leslie Bakery	480 #4 Wiley Parker Rd.	Jackson, TN	38305
79	La Plaza Latina	6616 Winchester Road	Memphis	38115	190	Supermercado El Rey III	8565 Highway 51 North	Horn Lake	38637
80	Michoacana 13	6635 Winchester Road	Memphis	38115	191	La Fortuna Meat Market	7058 Highway 51 North	Horn Lake	38637
81	La Espiga	6661 Winchester Road	Memphis	38115	192	El Molino Mexican Restaurant	2500 Goodman Road West	Horn Lake	38637
82	Hooters Southeast Memphis	7535 Winchester Road	Memphis	38115	193	M- Taxes	2508 Goodman Road West	Horn Lake	38637
83	La Ideal Pasteleria	3993 Lamar Avenue	Memphis	38115	194	El Sol Super Mercado	2510 Goodman Road West	Horn Lake	38637
84	Memphis/Shelby County Library Branch	4120 Mill Branch Road	Memphis	38116	195	North Mississippi Library system	2885 Goodman Road West	Horn Lake	38637
85	El Mezcal	402 Perkins Road North Ext.	Memphis	38117	196	El Charro	1651 Goodman Road West	Horn Lake	38637
86	Dixon Galleries & Gardens	4339 Park Avenue	Memphis	38117	197	El Herradero Taqueria	1905 Goodman Road West	Horn Lake	38637
87	Memphis/Shelby County Library Branch	5094 Poplar Avenue	Memphis	38117	198	La Michoacana	1038 Goodman Road West	Horn Lake	38637
88	Integrity Workforce, LLC	4539 Winchester Rd Suite 101	Memphis	38118	199	A & a Cafe Factory	1075 Goodman Road West	Horn Lake	38637
89	La Isla 3	5163 Windhester Rd	Memphis	38118	200	El Maguey	1255 Goodman Road West	Horn Lake	38637
90	Eyes for You	4281 American Way	Memphis	38118	201	Jackie's	1034 Goodman Road West	Horn Lake	38637
91	Panaderia San Juan	4668 American Way	Memphis	38118	202	Taxes Diaz	1071 Goodman Road West	Horn Lake	38637
92	La Ilusion	4273 American Way Suite 009	Memphis	38118	203	Alma Latina	1407 Goodman Road West	Horn Lake	38637
93	Central Defense Staffing	6084 Apple Tree Ste 7	Memphis	38118	204	Casa Perez	1750 Goodman Road West	Horn Lake	38637
94	Salon Miriam	4771 Knight Arnold Road	Memphis	38118	205	West Coast Burrito	1389 Goodman Road	Southaven	38637
95	El Gallo Giro	3991 Lamar Avenue	Memphis	38118	206	Frontier Western Store	5880 Goodman Rd	Oliver Branch	38654
96	Alma Latina	2838 Mt. Moriah Road # 28	Memphis	38118	207	Kroger # 352	2103 University Ave.	Oxford, MS	38655
97	Taqueria Express #3	2841 Perkins Road	Memphis	38118	208	Autozone	1913 University Ave.	Oxford, MS	38655
98	Own Market	2889 Perkins Road	Memphis	38118	209	M. R. Davis Public Library	8554 Northwest Drive	Southaven	38671
99	Los Comales Mexican Bar & Grill	2860 Perkins Road South	Memphis	38118	210	Estilo's	7937 Highway 51 US	Southaven	38671
100	Super Lo	3071 Perkins Road South	Memphis	38118	211	Huey's Southaven	7090 Malco Blvd	Southaven	38671
101	La Unica Tortilleria Factory	3214 Perkins Road South	Memphis	38118	212	Superlo Foods	945 Goodman Road East	Southaven	38671
102	Nike Apparel DC	5151 E Shelby Drive	Memphis	38118	213	Sherwin Williams	836 Goodman Road East	Southaven	38671
103	Z-Market	4299 Winchester Road	Memphis	38118	214	Marathon Gas	2930 Goodman Rd E	Southaven	38672
104	Comfort Coin Laundry	4430 Winchester Road	Memphis	38118	215	Cavender's Western Outfitters	3698 Goodman Rd E	Southaven	38672
105	Firebrand Windows & Doors	3663 Cherry Rd 103	Memphis	38118	216	Kroger # 104	104 Highway 72 W	Corinth, MS	38834
106	Memphis/Shelby County Library Branch	4655 Knight Arnold Road	Memphis	38118	217	Kroger	7045 Old Canton Rd.	Ridgeland, MS	39157
107	Dar Salud Care PLLC	1068 Cresthaven Rd Ste 300	Memphis	38119	218	Kroger # 414	3141 Park Ave.	Paducah, KY	42001
108	Las Delicias Bar & Grill	5689 Quince	Memphis	38119	219	Autozone	3115 Irvin Cobb Dr.	Paducah, KY	42003
109	Kries & Sykes	5583 Murray Ave	Memphis	38119	220	Kroger # 435	808 N. 12th St.	Murray, KY	42071
110	Sabor Latino	665 Avon Road (Summer Ave)	Memphis	38122	221	Las Margaritas	1100 Ingram Blvd	West Memphis	73203
111	Omega	673 Avon Road (Summer Ave)	Memphis	38122	222	Mi Pueblo	650 E Service Rd # 121	West Memphis	73203