



# 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.

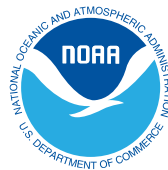
## La Prensa Latina Media Offers the Following Services in Spanish and English:

- 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.

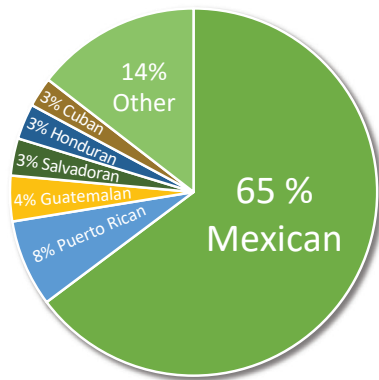
## HISPANIC

HOUSEHOLDS  
**103,460**

POPULATION  
**411,517**

POPULATION DENSITY  
**6%**

## HISPANIC ORIGIN



## HISPANIC

HOUSEHOLD SIZE

**3.9**

MEDIAN AGE

**25.3**

## TOTAL MARKET

HOUSEHOLD SIZE

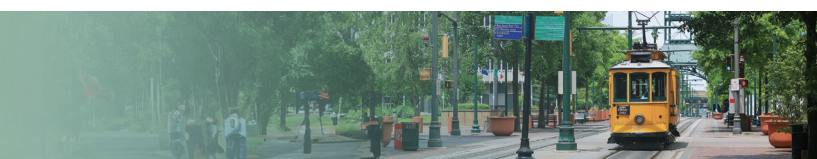
**2.6**

MEDIAN AGE

**38.5**

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





# 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.

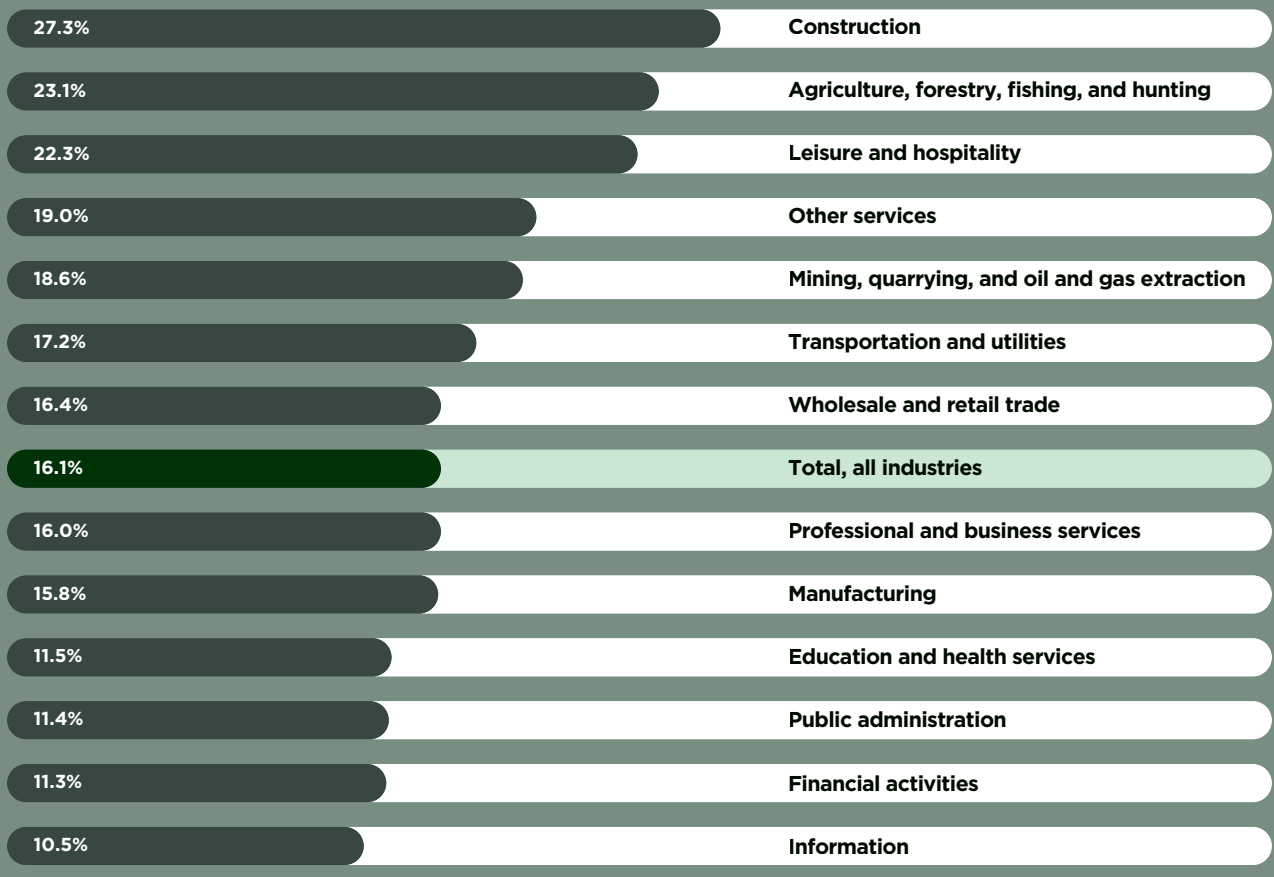
**\$1.5 trillion**

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.laprensa-latina.com](http://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 Billboard (9.75" x 1.25") | \$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](http://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](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> ): | 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       |



Leaderboard (768 x 90px)

Banner (345 x 144px)

**250,000**

The average visits per month at [www.laprensalatina.com](http://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 Guadalupana Taqueria I             | 4818 Summer Avenue         | Memphis       | 38122 |
| 26  | Memphis/Shelby County Library Branch   | 1040 South Third Street          | Memphis      | 38106 | 137 | Los Jarocho                           | 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 Guadalupana 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 Univo 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            | Olive 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 |