



La Prensa

Since 1989

¡Tinta Con Sabor!

Ohio & Michigan's Oldest and Largest
Bilingual Latino Local Newspaper

Media Kit 2024



(567) 315-8549 • (216) 688-9045 • sales@laprensanewspaper.com
www.LaPrensaNewspaper.com • 616 Adams Street, Toledo, OH 43604

Print Dimensions and Digital Marketing

Weekly Deadlines

La Prensa prints every Tuesday at noon. Ads and payments must be received the Friday prior to print in order to guarantee placement. La Prensa issues are distributed Wednesday through Friday each week with a Friday date printed on them.

Price per insertion and/or per week

Ad Size	Black and White				Color			
	1x	4x	12x	24x	1x	4x	12x	24x
1/8 page	\$195	\$175	\$125	\$95	\$234	\$210	\$150	\$114
1/4 page	\$385	\$350	\$300	\$225	\$462	\$420	\$360	\$270
1/2 page	\$775	\$697	\$625	\$500	\$930	\$836	\$750	\$600
Full Page	\$1,550	\$1,395	\$1,100	\$900	\$1860	\$1674	\$1320	\$1080

Special Monthly Edition for Lazo Cultural of Grand Rapids, Michigan

La Prensa publishes a special monthly supplement issue, in addition to its weekly, as part of the Spanish weekly Lazo Cultural, with 10,000 copies being printed and distributed in South-west and Central Michigan. Please call 419-720-9332 or email sales@lapresanewspaper.com for additional advertising rates and long-term discounts for this supplement.

Classified Ads

Classified ads start at \$15 per column inch or \$.90 per word. Please call for pricing.

Ad Sizes

- Full Page 10.25" x 15.25"
- Half Page 10.25" x 7.5"
- Quarter Page 5" x 7.5"
- Eighth Page 5" x 4"
- Business Card Size 3.25" x 2"

6 column format:

- 1 col = 1.5"
- 2 col = 3.25"
- 3 col = 5"
- 4 col = 6.75"
- 5 col = 8.5"
- 6 col = 10.25"

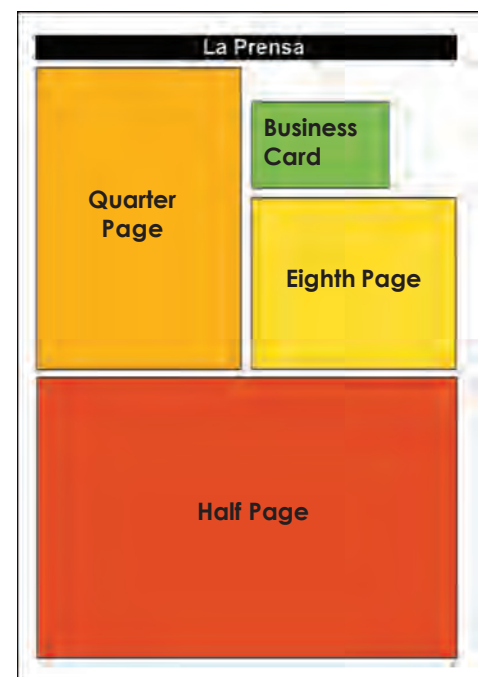
File Construction Tips

Print ads should be 300 dpi in JPG or PDF format.

Online ads should be 72 dpi at 250 x 280 px

*Artwork creation or corrections may require additional charges.

The Publisher has the right to refuse any advertisements containing material deemed objectionable. The Publisher's criteria of acceptability is final for all ads placed.



Readership

La Prensa reaches over 80,000 readers each week through delivery to high traffic areas for pick up and online presence. La Prensa posts weekly on www.laprensanewspaper.com, Facebook, and an emailed newsletter.



Income

- \$0-19K = 5%
- \$20-35k = 13%
- \$36-49K = 33%
- \$50-75K = 21%
- \$76K - 99K = 27%
- \$100K+ = 6%



Age

- 20-34 years old 12%
- 35-54 years old 53%
- 55+ years old 35%



Education

- 62% of readers attended/ graduated college
- 7% Post Graduate



Sex

- Male 46%
- Female 54%



Client Testimonials



“La Prensa serves as a valuable media partner and enhances our organization’s ability to reach the local Latino community.”

— Sarah Jenkins, Director of Communications & Outreach, Toledo Fair Housing

“La Prensa is a publication that has been able to sustain itself in this digital age, while understanding the needs of our grassroots community.”

— Magda Gómez, MSSA, Director, Diversity & Inclusion, Cuyahoga Community College – Jerry Sue Thornton Center

“La Prensa has been a great newspaper to work with. La Prensa is easily reachable, knowledgeable, professional and kind. The print ad quality is great!”

— Manuela D. Policicchio, Attorney and Counselor at Law, MDP Immigration Law, PLLC, 19901 Dix Hwy, MI



Annual Ad Packages

Annual ad packages include your ad running full color for the number of insertions you choose, during the weeks that you choose, during the course of one year. You will also receive one FREE Bonus Ad. (Unless running weekly for the year, then 4 FREE ads)

Ad Size	6 Insertions + 1 FREE	12 Insertions + 1 FREE	24 Insertions + 1 FREE	52 Insertions Buy 48 + 4 FREE
Full Page	\$10,044	\$15,840	\$25,920	\$50,592
Half Page	\$5,016	\$9,000	\$14,400	\$25,296
Quarter Page	\$2,520	\$4,320	\$6,480	\$12,566
Eighth Page	\$1,260	\$1,800	\$2,736	\$6,364

Annual Special Issue Ad Packages

Throughout the year we run special issues. You can sponsor the special issue of your choice and receive prime placement during that issue, plus ad placement and articles throughout the year.

\$20,000 Special Issue Sponsorship

- Front Page Prime Placement Mention
- Profile/Special Issue Sponsorship
- Multiple Interviews/Articles covering your business
- Five Full page, Three 1/2 page and Four 1/4 page color ads to run throughout the year
- Free 100 word classified ad to run 12 times
- Free translations
- Twelve months free online banner and link
- Monthly editorial content (up to 500 words plus photo)

\$10,000 Special Issue Sponsorship

- Profile/Special Issue Sponsorship
- One Interviews/Articles covering your business
- Two full page, Two 1/2 page and Four 1/4 page color ads to run throughout the year
- Free translations
- Three months free online banner and link

\$15,000 Special Issue Sponsorship

- Profile/Special Issue Sponsorship
- Two Interviews/Articles covering your business
- Three full page, Two 1/2 page and Four 1/4 page color ads to run throughout the year
- Four 1/8 page black and white ads
- Free translations
- Nine months free online banner and link
- Editorial content to run for one week, every other month (up to 500 words plus photo)

\$5,000 Special Issue Ad Package

- One full page, Two 1/2 page and Four 1/4 page color ads to run throughout the year
- Five 1/8 page black and white ads
- One month free online banner and link

Contact La Prensa's Sales Department:

Phone: 567.315.8549 email: sales@laprensanewspaper.com

Publication Dates 2024

<u>MONTH</u>	<u>ISSUE</u>	<u>DATE</u>	<u>SPECIAL ISSUE</u>
January 2024	Issue 1	1/5/2024	
	Issue 2	1/12/2024	
	Issue 3	1/19/2024	Open House/ Spring Enrollment
	Issue 4	1/26/2024	
February 2024	Issue 5	2/2/2024	
	Issue 6	2/9/2024	
	Issue 7	2/16/2024	
March 2024	Issue 8	2/23/2024	Quinceañera / Bridal Issue
	Issue 9	3/1/2024	
	Issue 10	3/8/2024	
	Issue 11	3/15/2024	
	Issue 12	3/22/2024	
April 2024	Issue 13	3/29/2024	Honoring Cesar Chavez
	Issue 14	4/5/2024	MSU Día de la Mujer Conference / Minority Health Month
	Issue 15	4/12/2024	
	Issue 16	4/19/2024	Open House / Summer Enrollment
May 2024	Issue 17	4/26/2024	
	Issue 18	5/3/2024	
	Issue 19	5/10/2024	Summer Camps
	Issue 20	5/17/2024	
	Issue 21	5/24/2024	
June 2024	Issue 22	5/31/2024	
	Issue 23	6/7/2024	Exploring Hispanic Culture Through the Arts
	Issue 24	6/14/2024	
	Issue 25	6/21/2024	
July 2024	Issue 26	6/28/2024	Open House/ Fall Enrollment
	Issue 27	7/5/2024	
	Issue 28	7/12/2024	
	Issue 29	7/19/2024	
	Issue 30	7/26/2024	
August 2024	Issue 31	8/2/2024	Education/Back to School Special Issue
	Issue 32	8/9/2024	
	Issue 33	8/16/2024	
	Issue 34	8/23/2024	
	Issue 35	8/30/2024	
September 2024	Issue 36	9/6/2024	
	Issue 37	9/13/2024	Latino Scholarship Day with Toledo Mud Hens/Hispanic Heritage Month
	Issue 38	9/20/2024	Hispanic Heritage Month
	Issue 39	9/27/2024	Hispanic Heritage Month
October 2024	Issue 40	10/4/2024	Hispanic Heritage Month
	Issue 41	10/11/2024	Open Enrollment/Medical Insurance
	Issue 42	10/18/2024	Open House / Winter Enrollment
	Issue 43	10/25/2024	
	Issue 44	11/1/2024	Día de los Muertos/ Day of Dead
November 2024	Issue 45	11/8/2024	
	Issue 46	11/15/2024	
	Issue 47	11/22/2024	
	Issue 48	11/29/2024	Stepping up in Employment
	Issue 49	12/6/2024	
	Issue 50	12/13/2024	
	Issue 51	12/20/2024	
	Issue 52	12/27/2024	

*Special Issue events and dates are subject to change.