

La Prensa

Since 1989 *¡Tinta Con Sabor!*

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

Media Kit 2026



(419) 787-0008 • ads@lapresnanewspaper.com
www.LaPrensaNewspaper.com • 3740 W. Alexis Rd., Toledo, OH 43623

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
BC	\$100	\$80	\$60	\$50	\$120	\$100	\$80	\$60
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

Classified Ads

Classified ads start at \$15 per column inch or \$.90 per word. Please call for pricing or email your text to ads@LaPrensaNewspaper.com for a custom quote.

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"

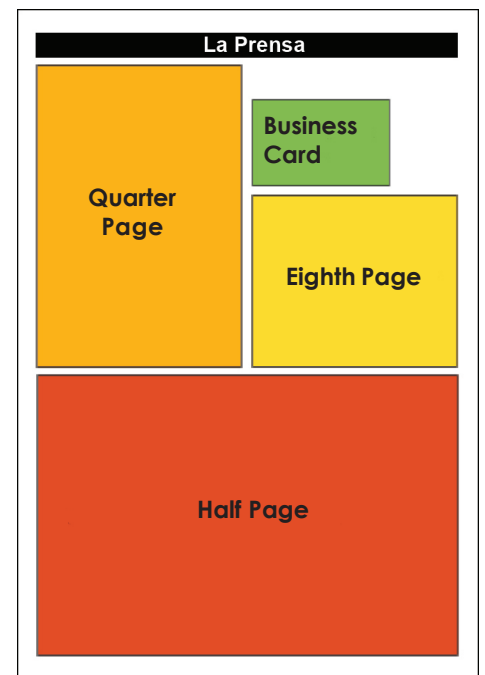
File Construction Tips

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.lapresnanewspaper.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



La Prensa as a Non-Profit

La Prensa's Progression

La Prensa Newspaper has been a cornerstone of the Hispanic community since 1989, providing bilingual news at regional, national, international, and local levels. In February 2025, following the death of its founder, members of the Latinx community came together to revitalize the only bilingual (Spanish/English) community newspaper serving both Ohio and Michigan. Since its transition, La Prensa has created a newfound excitement within the community and is experiencing a rise in popularity.

La Prensa, Inc. is located at

3740 W. Alexis Road, Toledo, Ohio 43623.

Phone: 419-787-0008

La Prensa, Inc.'s non-profit board:

Chaz D. Boes, President/CEO

Kevin Salinas, Vice-President

Christina Rodriguez, Board Secretary

Alicia Boes, Board Member

Linda Alvarado-Arce, Editor of La Prensa



Kevin Salinas, Vice-President; Chaz D. Boes, President/CEO (seated); and Christina Rodriguez, Board Secretary.

Publication Dates 2026

<u>MONTH</u>	<u>ISSUE</u>	<u>DATE</u>	<u>Special Issue</u>	<u>Materials Due</u>
January	Issue 1	1/2/2026		12/26/25
	Issue 2	1/9/2026		1/2/2026
	Issue 3	1/16/2026	Open House/ Spring Enrollment	1/9/2026
	Issue 4	1/23/2026		1/16/2026
February	Issue 5	1/30/2026		1/23/2026
	Issue 6	2/6/2026		1/30/2026
	Issue 7	2/13/2026		2/6/2026
	Issue 8	2/20/2026	Quinceañera / Bridal Issue	2/13/2026
Issue 9	2/27/2026	2/20/2026		
March	Issue 10	3/6/2026		2/27/2026
	Issue 11	3/13/2026		3/6/2026
	Issue 12	3/20/2026		3/13/2026
	Issue 13	3/27/2026		3/20/2026
April	Issue 14	4/3/2026	Minority Health Month/MSU Día de la Mujer Conf.	3/27/2026
	Issue 15	4/10/2026		4/3/2026
	Issue 16	4/17/2026	Open House / Summer Enrollment	4/10/2026
May	Issue 17	4/24/2026		4/17/2026
	Issue 18	5/1/2026		4/24/2026
	Issue 19	5/8/2026	Summer Camps	5/1/2026
	Issue 20	5/15/2026		5/8/2026
June	Issue 21	5/22/2026		5/15/2026
	Issue 22	5/29/2026		5/22/2026
	Issue 23	6/5/2026	Exploring Hispanic Culture Through Art	5/29/2026
	Issue 24	6/12/2026		6/5/2026
July	Issue 25	6/19/2026		6/12/2026
	Issue 26	6/26/2026	Open House/ Fall Enrollment	6/19/2026
	Issue 27	7/3/2026		6/26/2026
	Issue 28	7/10/2026		7/3/2026
August	Issue 29	7/17/2026		7/10/2026
	Issue 30	7/24/2026		7/17/2026
	Issue 31	7/31/2026	Education/Back to School Special Issue	7/24/2026
	Issue 32	8/7/2026		7/31/2026
Issue 33	8/14/2026	8/7/2026		
Issue 34	8/21/2026	8/14/2026		
September	Issue 35	8/28/2026		8/21/2026
	Issue 36	9/4/2026		8/28/2026
	Issue 37	9/11/2026		9/4/2026
	Issue 38	9/18/2026	Hispanic Heritage Month (Sept 15-Oct15)	9/11/2026
Issue 39	9/25/2026	9/18/2026		
October	Issue 40	10/2/2026	Hispanic Heritage Month	9/25/2026
	Issue 41	10/9/2026	Hispanic Heritage Month	10/2/2026
	Issue 42	10/16/2026	Open Enrollment/Medical Insurance/HHM	10/9/2026
November	Issue 43	10/23/2026	Open House / Winter Enrollment	10/16/2026
	Issue 44	10/30/2026	Día de los Muertos/ Day of Dead	10/23/2026
	Issue 45	11/6/2026		10/30/2026
	Issue 46	11/13/2026		11/6/2026
December	Issue 47	11/20/2026		11/13/2026
	Issue 48	11/27/2026		11/20/2026
	Issue 49	12/4/2026	Stepping up in Employment	11/27/2026
	Issue 50	12/11/2026		12/4/2026
	Issue 51	12/18/2026		12/11/2026
	Issue 52	12/25/2026		12/18/2026