

La Prensa



Media Kit 2022

Ohio & Michigan's Largest Bilingual Latino Local Newspaper Since 1989!

Tinta Con Sabor
"Ink with Flavor"



Client Testimonials

Let's see what our clients have to say:

"La Prensa serves 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. Both Adrienne and Rico are 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- Toledo Hwy

Our Readers

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

Education: 62% of readers attended/
graduated college
7% post graduate

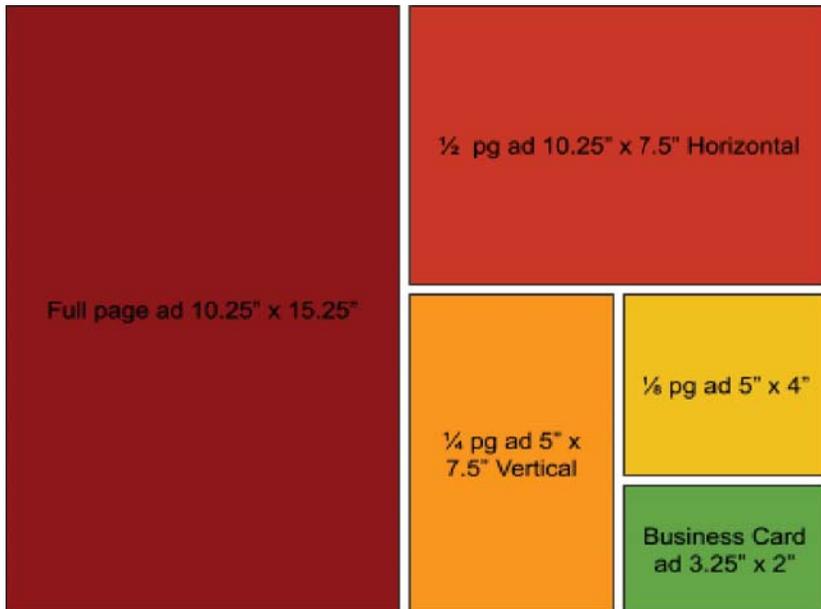
Reach: 80,000+ readers each week

Age of Readers: 12% = 20-34 yrs old
53% = 35-54 yrs old
35% = 55+ yrs old

Sex: Male = 46%
Female = 54%



Print Dimensions and Digital Marketing



- PDF or JPEG format for print and digital ads
- Digital ads are 170x220 with a 300 dpi
- Classified Ads are \$15.00 per column inch.
- Digital advertising is done on www.laprensa1.com
- Please contact for business card and Classified ad quotes

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.

All of La Prensa's weekly issues have Friday dates on them in order to cure the freshness of the news. Friday's are deadlines for contracts and creative for the upcoming week's issue. On Tuesday's we go to print and Wednesday's we distribute. Please contact us if more time is needed.

<u>Ads</u>	<u>1x</u>	<u>4x</u>	<u>12x</u>	<u>24x</u>
1/8 pg-	\$195.00	\$175.00	\$125.00	\$95.00
1/4 pg-	\$385.00	\$350.00	\$300.00	\$225.00
1/2 pg-	\$775.00	\$697.00	\$625.00	\$500.00
Full pg-	\$1,550.00	\$1,395.00	\$1,100.00	\$900.00

Special Issue Special Section's Editorial/Articles

Mind, Body & Soul/ New Year a New ME



Deadline: December 29th, 2021

Issue Date: January 7th, 2022

Celebrating your mind, body and soul for the new year. La Prensa is looking for different organizations in this field to sponsor and/ or support this issue. Yoga, nature, exercise, health food stores and meditation are a few examples of who we are targeting for this issue. We are profiling an owner/ manager and highlighting their company. La Prensa would also be interested in sharing success stories with our readers.

Open House/ Spring Enrollment



Deadline: January 14th, 2022

Issue Date: January 21st, 2022

La Prensa is currently looking for a university to partner with for Spring Enrollment for 2022. All education outlets are welcome to sponsor and/ or support this issue. Interview of Diversity and Inclusion Specialist of the University, free translation and editorial content with photo up to 500 words.

Good Reads for the Heart/ National Reading Day



Deadline: February 25th, 2022

Issue Date: March 4th, 2022

Calling all bookstores and libraries! La Prensa is targeting everything and anything that has to do with reading as we celebrate National Reading Day. We are looking for an author and/ or librarian to interview and discuss the importance of reading. This sponsorship opportunity includes 1 full page color with front page placement. We are also looking for quotes from authors and readers as well to highlight in this issue.

Honoring Cesar Chavez



Deadline: March 18th, 2022

Issue Date: March 25th, 2022

Honoring the work and legacy of Cesar Chavez. La Prensa is targeting unions, labor leaders, and civil rights organizations. Cesar Chavez dedicated his life's work to what he called la causa (the cause): the struggle of farm workers in the United States to improve their working and living conditions through organizing and negotiating contracts with their employers. Show your support

Minority Health Month



Deadline: March 25th, 2022

Issue Date: April 1st, 2022

April is Minority Health Month. La Prensa is targeting medical facilities, government agencies and doctor's offices to name a few examples. We are profiling an organization and the importance they bring to the community. La Prensa would also be interested in sharing success stories with our readers



Open House / Summer Enrollment

Deadline: April 1st, 2022

Issue Date: April 8th, 2022

La Prensa is currently looking for a university to partner with for Summer Enrollment for 2022. All education outlets are welcome to sponsor and/ or support this issue. Top sponsor will receive a full-page color ad, interview of Diversity and Inclusion Specialist of the University, free translation and editorial content with photo up to 500 words..



Understanding Stigmas with Mental Health/ Mental Health Month

Deadline: April 29th, 2022

Issue Date: May 6th, 2022

La Prensa would like to focus on those who can help give out information about the stigmas on Mental health. We would like to have a few tips and to also interview and profile a success story. We are looking to target Behavioral Health Depts., medical organizations, community health workers, etc.

Summer Camps

Deadline: May 6th, 2022

Issue Date: May 13th, 2022



Keeping our children busy during the summer is important for education, getting exposed to different environments and social skills to name a few. This special issue highlights different summer camps for children of all ages. La Prensa is going to profile an organization that specializes in an annual summer camp and show what they can provide for the children they serve.



Appreciating our planet

Deadline: May 28th, 2022

Issue Date: June 4th, 2022

Earth is a very special place that we all share. In this special issue, La Prensa will highlight an organization that prides themselves in not only helping the community but the planet. We are looking for everyone trying to make planet Earth better for the next generation. La Prensa is currently looking for quotes and tips on how to make our planet a better place to live.

Open House/ Fall Enrollment

Deadline: July 9th, 2022

Issue Date: July 16th, 2022



La Prensa is currently looking for a university to partner with for Fall Enrollment for 2022. All education outlets are welcome to sponsor and/ or support this issue. Top sponsor will receive a full-page color ad, interview of Diversity and Inclusion Specialist of the University, free translation and editorial content with photo up to 500 words.

20th Annual Latino Heritage Night with the Toledo Mud Hens

Deadline: July 15th, 2022

Issue Date: July 22nd, 2022

Please help us celebrate our 20th Annual Latino Scholarship Day. La Prensa, SAO (Spanish American Organization) and the Toledo Mud Hens come together to pass out scholarships to hard working students on their way to college. There is a mariachi band and dance group to add some Latin flavor to the event. La Prensa does usually have a band to perform as well but it is TBD. We are looking for an education organization to Present and/ or sponsor this event.

Education/Back to School Special Issue

Deadline: July 29th, 2022

Issue Date: August 5th, 2022



Summer is over and another school year is beginning! Each year La Prensa partners with different educational organizations to bring you the most up to date information that parents and students need to start their new year.

Exploring Hispanic Culture Through the Arts

Deadline: August 27th, 2022

Issue Date: September 3rd, 2022

Embrace your culture! Show our readers your traditions and what makes your culture shine. The US is a huge melting pot and we want to learn and hear about Hispanic Culture through the Arts. La Prensa is looking to highlight an art museum, ect.

Hispanic Heritage Month

Deadline: September 9th, 2022

Issue Date: September 16th, 2022



1st week of a 5 week celebration! La Prensa is asking you to show your support for the Hispanic community during Hispanic Heritage Month. HHM runs from September 15th - October 15th each year.

Mi Casa es Tú Casa/ Hispanic Heritage Month

Deadline: September 23rd, 2022

Issue Date: September 30th, 2022

This is La Prensa's 2nd Annual Mi Casa es Tú Casa event. We partner with housing and government agencies to provide resources and services for families in poverty in the community La Prensa serves. We are looking for food banks, housing agencies and banks to name a few to help us support our families in need. La Prensa is currently looking for an organization to profile and support this special issue.

Open Enrollment/Medical Insurance

Deadline: October 7th, 2022

Issue Date: October 14th, 2022



Are you happy with your medical/ health insurance? Open Enrollment is now available for you to check out what options are available. La Prensa is currently looking for an insurance or health provider to profile and support this issue.



A Taste of the Latin Way/ The Day of Dead

Deadline: October 14th, 2022

Issue Date: October 21st, 2022

Looking for ofrendas and costumes galore! Help us celebrate this special time in the Hispanic culture. Let us know why the Day of the Dead is important to you? La Prensa would like to interview and highlight an organization that specializes in this special day each year.

Open House / Winter Enrollment

Deadline: October 21st, 2022

Issue Date: October 28th, 2022



La Prensa is currently looking for a university to partner with for Winter Enrollment for 2022. All education outlets are welcome to sponsor and/ or support this issue. Top sponsor will receive a full-page color ad, interview of Diversity and Inclusion Specialist of the University, free translation and editorial content with photo up to 500 words.

Stepping up in Employment

Deadline: November 26th, 2022

Issue Date: December 3rd, 2022

Unemployment is at an all time high. We are looking for companies going above and beyond for their employees. If your company prides in their employees we want to hear from you! Let La Prensa highlight you and what your business brings to the table.



Annual Package Options for 2022

\$20,000.00

- Front page Prime Placement Exposure
- Profile/ Special Issue Sponsorship opportunity of your choice (see pages 4 - 7)
- Multiple Interviews/ Stories covering your business and Special Issue for that month.
- 5 full page, 3 ½ page and 4 ¼ page color ads (ads run through 2022)
- Free classified ad up to 100 words to run up to 12x
- Free translations
- 12 months free web banner and link
- Editorial content monthly (300-500 words plus photo)

\$15,000.00

- Profile/ Special Issue Sponsorship opportunity
- 2 Interview/ Stories covering your business and Special Issue for that month
- 3 full page, 2 ½ page and 4 ¼ page color ads (ads run through 2022)
- 4 1/8 page bxw ads
- Free translations
- 9 months free web banner and link
- Editorial content every other month (300-500 words plus photo)

\$10,000.00

- Profile/ Special issue Sponsorship opportunity
- 1 Interview/ Story covering your business and Special issue
- 2 full page, 2 ½ page and 4 ¼ page color ads (customize to run for you throughout 2022)
- Free translations
- 3 months free web banner and link

\$5,000.00

- 1 full page, 2 ½ page and 4 ¼ page color ads
- 5 1/8 page bxw ads
- 1 month free web banner and link

For more information or have questions:

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