

La Prensa



LA PRENSA WEEKLY NEWSPAPER

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Rating: 5 Star
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Multicultural
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0%— Paid newstand
95% *Free Publication*
2% Home Delivery
2% Direct mail/Free

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Hardcopy Circulation: 13,000 w/ 92% pickup

WebSite Activity: Online over 1,200 visits/day
www.laprensa1.com daily Visitors averaging
14 hits per visit.

SPECS/DEADLINES

Space: Friday before Tuesday printing
Material: 1 day prior 11 a.m.
Format: Tabloid
Overall page size: (6C) 10.25" x 15.25"
Average # pages per copy: 16-20

Black & White rates for weekly:

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1/4 (5" x 7.5") \$385.00
1/8 (5" x 4") \$195.00
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Classified: \$15.00 (col inch)
Web site: \$50.00 (per month)
Web link: \$100.00 (per month)

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