

LA PRENSA / VIDA Y SABOR

La Prensa and Vida Y Sabor cover issues key to the Latino community and the community at large through reliable, analytical content and an innovative, bilingual approach.

Vida Y Sabor is a section of La Prensa and is targeted to the younger generation of Latinos in the Twin Cities.

Target readers for La Prensa include: 2nd and 3rd generation Minnesota Latinos, 1/3 of whom do not speak Spanish and 60% of whom are US born and Latino professionals and entrepreneurs who have good knowledge of both Latin American and American culture.

Frequency Discounts:

6-12 times: 5%

13-25 times: 10%

26-51 times: 15%

52+ times: 20%

Prepayment discount: 5%

Alternate ad sizes available

Premium placement: +10%

Inserts: \$100 per 1000

(minimum of 5000)

Classifieds: \$20 per ci

POPULATION SERVED: HISPANIC / LATINO
CIRCULATION: 15,000 RACK
FREQUENCY: WEEKLY, PUBLISHED ON FRIDAYS
SPACE CLOSE: THURSDAY 5PM / MATERIALS CLOSE: FRIDAY 5PM
WEB: WWW.LAPRENSADEMN.COM
ACCEPTED FILE FORMATS: 300 DPI - PSDS, ALS, PDFS & EPS

One Time Insertion Pricing

DISPLAY ADS	W X H	B / W	4 COLOR
Full Page	9.500 x 11.000	\$1,944	\$2,244
1/2 Page	4.670 x 11.000 9.500 x 5.670	\$1,020	\$1,170
1/3 Page	3.060 x 11.000 9.500 x 3.730	\$680	\$830
1/4 Page	4.670 x 5.670 9.500 x 2.760	\$510	\$585
1/6 Page	4.670 x 3.730 9.500 x 1.790	\$340	\$415
1/8 Page	2.260 x 5.670 4.670 x 2.760	\$255	\$330
1/12 Page	4.670 x 1.790	\$170	\$245

ONLINE ADS	W X H (PX)	\$/MONTH
Top Header	678 x 145	\$200
Slider	960 x 400	\$180
Horizontal Banner	960 x 90	\$150
Small Vertical Banner	215 x 140	\$40
Medium Vertical Banner	215 x 350	\$50
Button	215 x 200	\$30



For more information contact TCB Marketing

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