

Minnesota's Latino Market

Total Media Coverage



Total audience of Latino Communications Network:
100,000 weekly + **100% Spanish**

Media Outlets: digital + social media

.....
consulting + marketing + communications + event management
multimedia placement / management + public relations + graphic & web design
cultural proficiency training & community engagement services



The most **effective** way to **reach Latinos** in **Minnesota** >

MediaKit

Reaching Latino Consumers

Latino **Buying** Power

The \$1.5 trillion Hispanic market is the largest ethnic market in the U.S., and includes more than one out of every six Americans. It is the second-fastest growing minority market in the U.S., rising by 212 percent, or \$500 billion, since 2000.

(Source: Selig Center)

Latino buying power in Minnesota alone for 2018 was \$12.4 billion.

This is expected to increase by nearly 25% to \$15.8 million by 2023.

(Source: Selig Center)

The Hispanic population in Minnesota is expected to grow by 34% from 2000 to 2022, from 122,100 to 340,238.

(Source: Geoscape 2019)



Greetings,

Latino Communications Network (LCN) is a multifaceted media consulting, media placement, multimedia production, and event production company. Since LCN was founded in 2000, we have been completely oriented to meet the needs of our customers, offering comprehensive solutions for your company.

Our goal is to help you bring your product or service to the Latino market. Enclosed you will find a comprehensive list of the services we offer. We look forward to meeting with you and learning about your organization and your marketing and communication needs.

Gracias,

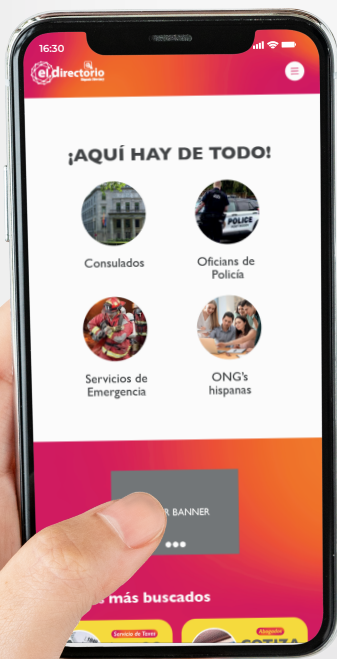
Latino Communications Network



The most trusted guide
for Latinos in Minnesota

Ad Spaces

Ad Descriptions	Size (px)	Price/Month	Price/Week
1. Top Banner (appears on all pages)	728x90	\$1,500	\$390
2. Banner Ad (appears on all pages)	300x250	\$1,200	\$315
3. Side Bar (appears on all pages)	385x320	\$1,300	\$335
4. Advertorial (qué estás buscando y botón en Home)		\$1,700	
5. Sponsor Ad (see consultant for rates)			
6. Sponsor Section (see consultant for rates)			
7. Social Media: Facebook & Instagram	1080x1080	\$1,600	\$400



• 100% Mobile Friendly Website



1

2

3

Social media

Reach more audiences

Advertise online

Audience Demographic:

- **80%** of Hispanic adults use social networks. *Pew Research*
- **80%** of Hispanics using social media are 18 to 49 years of age. *Statista*

Services

- Our 3 online LCN cross-platforms promote custom messages in an authentic voice that resonates with a Spanish language audience.
- We can customize content that can include videos, graphics, animations and individualized messages.

Rates

- Social media consulting rates start at \$250 weekly.
- Organic Post (minimum 3 post/week) \$150
- We can plan and execute an effective social media campaign to support your brand, product, or service based on your budget and goals.

Pages

Vida y Sabor and **La Prensa de Minnesota** on Facebook cater to the needs of first generation Latinos as well as young Spanish speaking immigrants.

NewPrensa's Facebook, Instagram and Twitter outlets highlight Minnesota's many diverse Latino voices and are dedicated to the growing number of bicultural and bilingual millennials.

Insights

- **Social Avg Monthly Reach**
20K
- **Audience Mix**
Gender: F: 55% M: 45%
- **Median Age**
34



vidaysabor.com

Online

Digital Reach: 17,000+

Ad spaces

Website advertising spaces

Ad Description	Size (px)	Price/Month	Price/Week
1 - Top header (appears on all pages)	728x90	\$1,500	\$390
2 - Pop-Up (appears on all pages)	970x250	\$1,300	\$340
3 - Slider (home page up to 4)	960x350	\$1,400	\$365
4 - Side Bar (appears on all pages)	385x320	\$1,200	\$315
5 - Footer (appears on all pages)	970x90	\$800	\$210

Website advertising spaces

6 - Content (internal pages)	300x250	\$500	\$255
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• 100% Mobile Friendly Website

• Internal Page

• Front Page

laprensademn.com

Trusted Latino voice

Long standing audience

Ad spaces

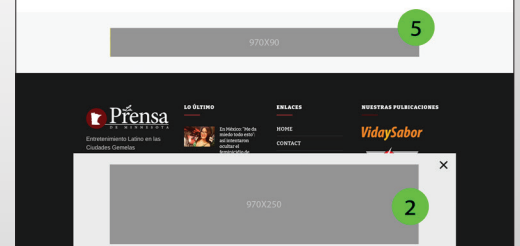
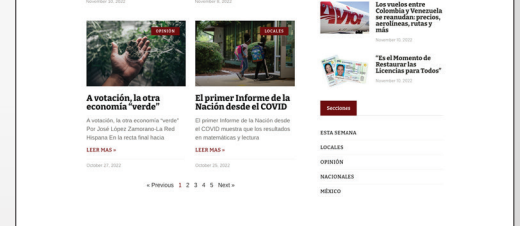
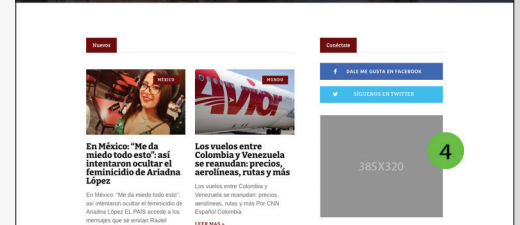
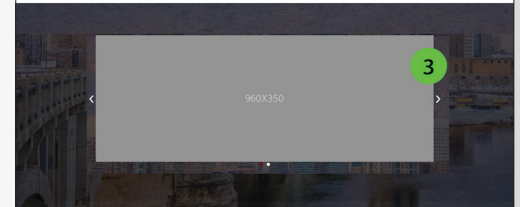
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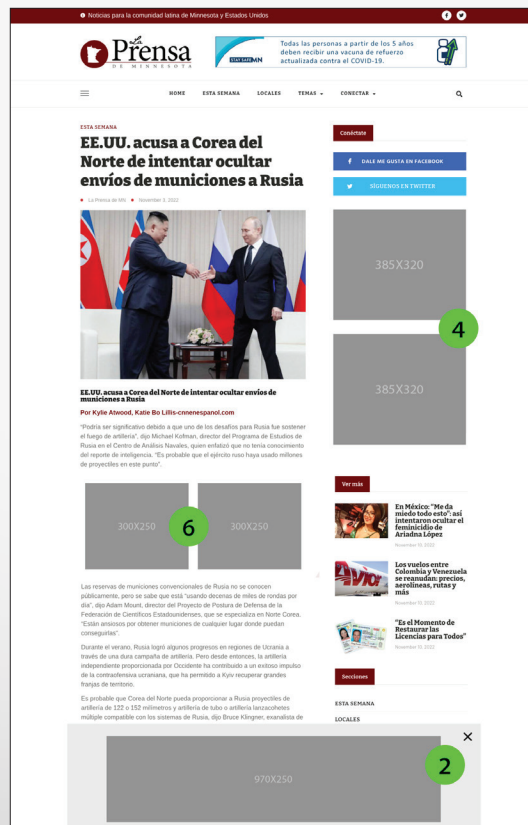
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• Front Page



• Internal Page



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Weekly newsletter

Latinx voices in Minnesota



About

NewPrensa is a digital multimedia outlet that highlights the many Latinx voices in Minnesota. The weekly newsletter shares trends and events of interest to the Latinx community and to those who feel Latinx. Boasting more than 1,000 subscribers, New Prensa offers an effective way to convey information to diverse audiences.

Rates

Ad Description	Ad Size (pixels)	Price/Week
Premium placement - top half of newsletter	600x250	\$250
Standard placement - bottom half of newsletter	600x200	\$200
Advertorial		\$400
Consulting on social media (starting at)		\$250
Organic Post (minimum 3 post/week)	1000x1000	\$150

*There is maximum of 5 advertisements per digital platform per week.



Thanksgiving 2020 Special Edition

This week's issue of NewPrensa will focus on the untold background of Thanksgiving and recognition of local Indigenous organizers and groups. This is a topic that's super important to us as Indigenous history and cultural recognition has been whitewashed and obscured in time. We will resume our weekly newsletter next week.

Thank you for being a NewPrensa reader. We hope you and your loved ones have a safe and healthy Thanksgiving this year.

— Aya & Alycia



July 9 - July 15, 2020
Edition 115

¡Hola amigos! We hope that you're having a fantastic morning. Listen, we need your help - we're planning on making a few BIG changes to NewPrensa and we would love to hear your opinions about the newsletter. Please take a peek at our [quick five-minute survey](#). We would love to incorporate your feedback. Thank you! - Aya & Aly

Remembering Naya Rivera's Legacy



Naya Rivera as her iconic character, Santana Lopez in Glee. Photo from Fox Network/Photofest

A tough loss this week has hit the Latinx, Black and LGBTQ+ community, in the passing of former 'Glee' star Naya Rivera. Her body was found in the Piru, California after she rented a pontoon boat and took a swim with her son. The boat was found with her son fast asleep and her body was found 6 days of searching, her body was 23 year old. It's tragically her son but was

Events

Sponsorship

Festivals & conferences



Services

We partner with businesses and organizations to promote a variety of community events from fashion shows to conferences.

Taco Tour on Lake Street

Promote Latino-owned businesses to mainstream audiences through multiple media outlets.

Social Media Insights:

- www.tacotouronlakestreet.com

19,000+ visits a year

- **Facebook:**

697,000+ people reached

- **Twitter:**

8,000+ impressions

Rates

Dependent upon client budget.

Media outlets

Multimedia

Placement / Management



- **Minnesota has 2 Spanish radio stations, 2 Spanish TV stations and multiple publications.**

Services

We can advise you on media placement in Spanish media depending on the Latino demographics you wish to reach.

Rates

Dependent upon client budget.



Presented by TCB Marketing

Please contact Steve Wetzler
with your thoughts and questions.

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