

Latino

The first Spanish newspaper in South Carolina

MEDIA KIT

Wilfredo Leon, Publisher

PO BOX 522, MAULDIN, SC 29662

Tel. (864) 627-1945 Fax 864-469-0121

E-mail: Editor@LatinoNewspaper.net

www.latino4u.net

Latino

ABOUT LATINO NEWSPAPER

- **LATINO** founded in 1996, is the **first Spanish newspaper** in South Carolina.
- **LATINO** is the first and **only state-wide publication** that focuses on issues that are important and unique to Latinos in South Carolina.
- **LATINO** publishes important local, state, national and international news as well as valuable **community information** on a variety of subjects such as immigration, health, community activities, music reviews, small businesses, education and teens, etc.
- **LATINO** is distributed in the three regions with the highest concentration of Latinos in South Carolina, the **Upstate, the Midlands, and the Lowcountry**.
- **LATINO** is distributed in cities such as: Greenville, Columbia, Charleston, Saluda, Greenwood, Newberry, Spartanburg, Laurens, Easley, Anderson, Camden, Inman, Greer, Boiling Springs, Lugoff, N. Charleston, Summerville, Goose Creek, Mount Pleasant, James Island, Johns Island, Hilton Head, **reaching over 100,000 Latino** and American readers.
- **LATINO** is **published every Friday**, in tune with Latino Population purchasing patterns.
- **LATINO** will enable your business to reach a significant¹ and the fastest growing² market segment.
- **LATINO** is the source of information for this lucrative market!

LATINO IS THE PREFERRED SPANISH NEWSPAPER IN SOUTH CAROLINA!

¹ Estimated Latino population in target area is 235,682 with a buying power of \$832 million.

² Estimated at 147.9 percent by the U.S. Census Bureau Office

Latino

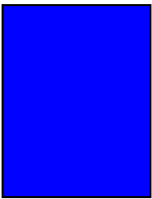
First Spanish Newspaper in South Carolina

(Precios por semana/Prices are per week)

Tamaño (SIZE AD)	1 Pag.	½ Pag.	¼ Pag.	1/8 Pag.	1/16 Pag
Sin Contrato (Open Rate)	\$400.00	\$200.00	\$100.00	\$50.00	\$25.00
8 wks	\$350.00	\$175.00	\$90.00	\$45.00	\$23.00
13 wks	\$330.00	\$165.00	\$85.00	\$43.00	\$22.00
26 wks	\$300.00	\$155.00	\$80.00	\$40.00	\$20.00
1 color/Spot	+\$50.00	+\$30.00	+\$15.00	+\$15.00	+\$15.00
Colores Colors	+\$100.00	+\$50.00	+\$25.00	\$25.00	ND
Back Page Ultima Pag.	+\$200.00	+\$100.00	ND	ND	ND
POSICIONES ESPECIALES - Special position					
PAG. 2 +20%,	PAG. 3, +20%,	PAG. 23 +15%,	RIGHT PAG. +10%		
INSERTS: SINGLE SHEET UP TO 8.5 X 11", - \$50.00 CPM					
Classified ads: \$10 per issue with up to 24 words					
Web Advertising Rates / www.latino4u.net					
Home Page: \$35/month with a 3 month contract.					
All other pages: \$25/mo with a 3 month contract.					

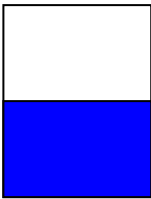
MECHANICAL DIMENSIONS

FULL PAGE



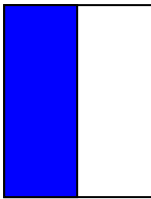
10w X 13h"

½ PAGE L



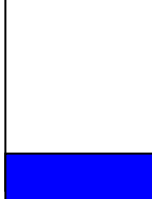
10 X 6"

½ PAGE P



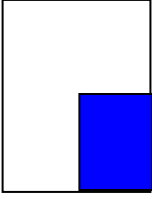
5 X 13"

¼ PAGE



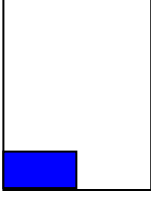
3 x 10"

¼ PAGE ISLAND



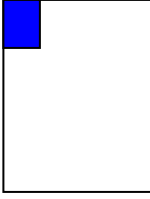
5w X 6h"

1/8 PAGE L



5 X 3"

1/16 PAGE P



2.5 X 3"

SOFTWARE/FORMAT: PAGEMAKER (6.5), PHOTOSHOP (6.0), Freehand 9.0, PDF o JPEG (150 dpi)
CLOSING DATE: FRIDAY PRIOR TO PUBLICATION DATE.

Circulation: 35,000 per week	Circ. Area: State Wide
Publication Date: Thursdays	Deadline: Fridays

OTHER Services & CHARGES

GRAPHIC DESIGN -----\$55.00 PER HR.

MEDIA PRODUCTION -----CALL FOR RATE

PAYMENT TERMS: Payment In Advance Is Required Until Credit Is Established.

LATE PAYMENT CHARGE: 5% PER MONTH ON BALANCE DUE.

LATINO NEWSPAPER

P.O. Box 522
Mauldin, SC 29662

Tel. 864-627-1945
Fax 864-469-0121

E-mail ; latinonewspaper@charterinternet.com

ADVERTISEMENT ORDER

Business' Name:		Date:	
Mailing Address:		City:	Zip Code:
Street Address:		City:	Zip Code:
Tel.:	Fax:	E-mail:	
Buyer's Name:		Title:	Date:
SS #	Tax ID #	Credit Reference:	
Ad Size:	Price/ad/wk \$	Qty. of Ads:	
B&W:	Full Color:	Spot Color:	Position: Open Page No.
INVOICE #:		DATE:	AMOUNT:
VISA #:		Exp:	Zip Code: APP Code:

(Use the back of this order to design or describe the ad, or provide camera ready artwork)

Terms & Conditions for order acceptance:

1. The acceptance of this order is subject to the Publisher's approval of copy, text, display and illustrations.
2. All copy, text, display and illustrations are published with the understanding that the Advertiser and or it's agent are fully authorized, have secured proper written consents for the use of names, pictures, and testimonials, and may lawfully cause such publication to be made and the Advertiser and or it's agent agrees to indemnify and hold harmless the Publisher and or it's agents from any and all liability, loss and expense of any nature arising of any such publication.
3. All advertisement materials designed and created by the Publisher shall remain the property of the Publisher. The Advertiser must obtain written permission from the Publisher to use this material in any form of advertisement.
4. **Payment for advertising, production and related charges are due in advance of the publication of the material. If not paid in net 30 days collection, legal and finance charges will be assessed.**
5. The Publisher shall have the right to hold the Advertiser or it's agent jointly and severally liable for such monies as are due and payable to publisher for advertising that the Advertiser and or it's agent ordered and advertising that was publisher.
6. The Publisher reserves the right to refuse any advertisement hat conflicts with the philosophy of the publication.
7. The Publisher assumes no responsibility for errors in key characters of any type.
8. **This agreement is final and can not be cancelled for any reason.**

Approvals:

Buyer's Signature

Seller's Signature

Buyer's Printed Name

Seller's Printed Name

Date

Date