

la Voz **Latina**

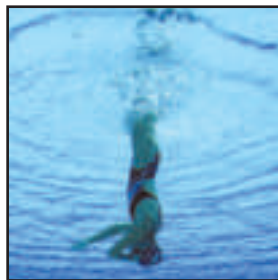
2009 Media Kit

News • Immigration • Health • Entertainment • Sports

South Georgia's Oldest
Hispanic Newspaper



Politics



Sports



Entertainment



News

www.lavozlatinaonline.com

5960 Ogeechee Rd. • Savannah, Georgia 31419
Phone: (912) 925-7308 (English) • (912) 925-7328 (Español) • Fax: (912) 920-7429

la Voz Latina

A Look Inside Our Paper

A Look Inside Our Paper

2009



La Voz Latina (The Latin Voice) began publication in the Spring of 2002. Our target audience for La Voz Latina is the huge influx of Hispanic immigrants who now populate Georgia's Coastal Empire and The South Carolina Low Country. Each monthly issue contains a variety of news, sports, and entertainment features written in Spanish as well as advertising from local merchants and business professionals. We are especially proud of our local Hispanic columnists who provide readers with expert advice on a wide variety of issues each month.

We now distribute 14,000 copies each month.

Our goal is to provide you with a cost effective means to reach the Hispanic consumer and we now offer discount rates for either a six-month or a one-year advertising commitment.

Sincerely,

John Newton
Editor / La Voz Latina



La Voz Latina Staff:

Editor / Editor	John Newton
Reportera / Reporter	Rosalia (Rosie) Bullock
Columnista	Regina Casanova
VP de Operaciones y Tecnología / VP of Operations & Technology ..	Nelson Prada
Directora de arte y producción / Art Director & Production Manager.	Leanne McNutt
Representante de ventas / Sales Representatives	Fran Van Staden
.....	Jeanne Newton
.....	John Newton
.....	Rosalia (Rosie) Bullock
Jefe de Circulación / Director of Circulation	Susan McLamb
Coordinador de Internet / Internet Coordinator	Nelson Prada

La Voz Latina is published by Tell-N-Sell Shopper, Inc.

www.lavozlatinaonline.com

5960 Ogeechee Rd. • Savannah, Georgia 31419
Phone: (912) 925-7308 (English) • (912) 925-7328 (Español) • Fax: (912) 920-7429

**La Voz Latina is distributed FREE
throughout Southeast Georgia and
Coastal South Carolina in 27 counties.**

Georgia cities include: Savannah, Pooler, Garden City, Port Wentworth, Rincon, Springfield, Guyton, Brunswick-St. Simons, Darien, Midway, Richmond Hill, Hinesville, Ludowici, Jesup, Waycross, Baxley, Glennville, Claxton, Reidsville, Lyons, Vidalia, Swainsboro, Metter, Statesboro, and Sylvania.

South Carolina cities include: Hardeeville, Ridgeland, Estill, Bluffton, Hilton Head, and Beaufort.



ADVERTISING RATE POLICIES

Rates may be raised on a 30 day notice

Rates effective April 1, 2008

ADVERTISING DEADLINES: 20th of each month.

Ad Size	Dimensions (Inch)	Rate - Open (Net)
1/20 Page	2.5" x 2"	\$40.00
1/12 Page	2.5" x 3.83"	\$57.50
1/8 Page	4.75" x 2.875"	\$86.00
1/6 Page	4.75" x 3.83"	\$125.00
1/4 Page	4.75" x 5.75"	\$155.00
1/3 Page	4.75" x 7.65"	\$199.50
1/2 Page (H)	9.75" x 5.75"	\$265.00
1/2 Page (V)	4.75" x 11.625"	\$265.00
Full Page	9.75" x 11.625"	\$475.00

Discount / Frequency Rates (Net)

Size	Dimensions	6 Months	12 Months
1/20 Page	2.5" x 2"	\$35.00	\$30.00
1/12 Page	2.5" x 3.83"	\$49.00	\$41.00
1/8 Page	4.75" x 2.875"	\$73.00	\$64.00
1/6 Page	4.75" x 3.83"	\$102.00	\$90.00
1/4 Page	4.75" x 5.75"	\$129.00	\$116.50
1/3 Page	4.75" x 7.65"	\$169.50	\$153.00
1/2 Page	9.75" x 5.75"	\$219.00	\$195.00
Full Page	9.75" x 11.625"	\$399.00	\$359.00

All rates are per insertion.

Inside Color Rates

Size	Spot Color	Full Color
1/20 to 1/6 Page	add \$25	add \$35
1/4 to 1/3 Page	add \$30	add \$60
1/2 Page Page	add \$35	add \$70
Full Page	add \$45	add \$80

All color pages are subject to availability.

Inserts:

8 1/2 X 11 (per 1000) \$49.00

Inserts are to be supplied by the advertiser.

Mechanical Specifications:

Column Inch width	2.4"
Columns per page	4
Page Width	10.2"
Page Depth	11.625"

Retail Advertising Rate Card

Effective Date April 1, 2008

1 month \$475.00 6 months \$399.00 12 months \$359.00 per issue	1 month \$265.00 6 months \$219.00 12 months \$195.00 per issue	1 month \$265.00 6 months \$219.00 12 months \$195.00 per issue
Full Page Black Ink	1/2 Page (H) Black Ink	1/2 (V) Page Black Ink
1 month \$199.50 6 months \$169.50 12 months \$153.00 per issue	1 month \$155.00 6 months \$129.00 12 months \$116.50 per issue	1 month \$125.00 6 months \$102.00 12 months \$90.00 per issue
1/3 Page Black Ink	1/4 Page Black Ink	1/6 Page Black Ink
1 month \$86.00 6 months \$73.00 12 months \$64.00 per issue	1 month \$57.50 6 months \$49.00 12 months \$41.00 per issue	1 month \$40.00 6 months \$35.00 12 months \$30.00 per issue
1/8 Page Black Ink	1/12 Page Black Ink	1/20 Page Black Ink

For more information, please call:

Phone - English: (912) 925-7308

Phone - Spanish: (912) 925-7328

Fax: (912) 920-7429

Email: johnnewton@lavozlatinaonline.com

La Voz Latina

5960 Ogeechee Rd.

Savannah, Georgia. 31419

www.lavozlatinaonline.com

La Voz Latina provides all graphic design and translations for the advertisers if needed. These services are included in the advertising price.

For advertisements submitted by the advertisers, please follow the mechanical & media requirements listed below.

Mechanical & Media Requirements

Hardware:

- PC and MAC
- CD Rom
- Floppy Disk

Software

- Quark XPress
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat (PDF)

Submission:

Please follow these guidelines for submitting ads:

- Include a printout of the file and folders on disk.
- Include a hard copy of the ad with the digital media.
- Include all fonts and images with artwork.
- Graphic files are acceptable in TIFF and EPS.
- Photographs are acceptable in TIFF, EPS & JPG.
- All PDF files must have the fonts embedded.
- Adobe Illustrator files should have fonts created to outlines to help ensure minimal font issues.
- All photos submitted should be minimum resolution of 150 dpi.
- La Voz Latina will not correct ANY digital ads received in TIF, EPS or JPG format.
- Please email ads to: ads@lavozlatinaonline.com

La Voz Latina WILL NOT accept files in the following format: Microsoft Publisher, PageMaker, CorelDraw and Freehand (CorelDraw & Freehand - EPS only).

Deadlines:

- Ads and materials by the 20th of each month.
- Articles in English by the 10th of each month.
- Articles in Spanish by the 20th of each month.

Advertising Policies

1. The Publisher reserves the right to edit or reject any copy, including that which, in its sole opinion, is not in the best interest of its readers or public decency. All contracts and orders are subject in all respects to the Publisher's rules and regulations on content of advertising matter, make-up and availability of advertising space.
2. Payment is due with acceptance of advertising unless credit has been established. A finance charge of 1.5% per month or an 18% annual percentage rate will be charged on all past due accounts.
3. The Publisher reserves the right to change advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.
4. Every effort will be made to meet position requests. Failure to meet position request will not constitute cause for adjustment, refund or return. The Publisher will not accept advertising on a placement or kill basis.
5. For billing information please call (912) 925-7308.
6. Advertiser agrees to assume sole responsibility for statements contained in copy and to protect and hold harmless the Publisher against any and all liability, loss or expenses including attorney's fees arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names of patents, copyrights and proprietary rights and all violations of the right of privacy resulting from the publication by the Publisher of the advertiser's copy.
7. It is expressly understood and agreed that the Publisher reserves the right to cancel advertising at any time upon failure of the advertiser to meet any of the conditions stated in the current rate sheet or in a contract or upon default by the advertiser in the payment of invoices. Upon such cancellation, all advertising published thereunder and unpaid shall become immediately due and payable.
8. The Publisher's liability for any error shall not exceed the cost of space occupied by the error and under no circumstances shall the Publisher be liable for any consequential damages. Credit will be allowed for the first insertion only. Claims for allowances for errors must be made within ten days of insertion. Notice of typographical errors must be given in time for correction before the second insertion, otherwise no claim for the repetition of the error shall be allowed. Allowance is not made for errors that do not materially affect the value of the advertisement. In the event of a typographical error, advertising goods or services less than the proper price, the Publisher will, on request, furnish letters to be posted in the store stating the correct price. Goods may not be sold at the incorrect price printed in the advertisement with intent to charge the difference to the Publisher. The Publisher shall not be liable for errors unless a corrected proof is returned by the specified proof release deadline.
9. The Publisher will not be responsible for typographical accuracy of copy received for publication after proof/copy deadline.
10. The Publisher assumes no responsibility for improper use or redemption of coupons forming part of an advertisement.
11. Advertisers and advertising agencies are jointly mutually liable for payment. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the Publisher's policies will be binding unless specified in writing by the Publisher.

2008 & 2009 Press Calendar

Issue Date	Print Date	Issue Date	Print Date
June 2008	June 5	April 2009	April 2
July 2008	July 3	May 2009	May 7
August 2008	August 7	June 2009	June 4
September 2008	September 4	July 2009	July 1
October 2008	October 2	August 2009	August 6
November 2008	November 6	September 2009	September 3
December 2008	December 4	October 2009	October 1
January 2009	January 1	November 2009	November 5
February 2009	February 5	December 2009	December 3
March 2009	March 5		