Latino

The first Spanish newspaper in South Carolina

MEDIA KIT

PO BOX 522

MAULDIN, SC 29662

Tel. (864) 627-1945 Fax 864-627-1943

E-mail:

latinonewspaper@charterinternet.com

www.latino4u.net

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, Pee-Dee and the Lowcountry**.
- **LATINO** is distributed in cities such as: Greenville, Columbia, Charleston, Saluda, Greenwood, Newberry, Spartanburg, Laurens, Easley, Anderson, Sumter, Camden, Myrtle Beach, Florence, Conway, Walhalla, Inman, Greer, Boiling Springs, Aiken, Lugoff, Sumter, Turbeville, 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 significant[1] and the fastest growing[2] 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 150,000 with a buying power of $832 million.
[2] Estimated at 33 percent by the U.S. Census Bureau Office

Primer Periódico en Español de Carolina del Sur

(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
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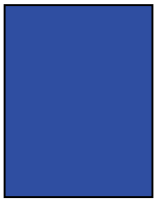

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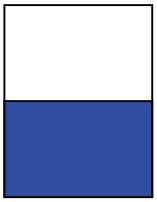

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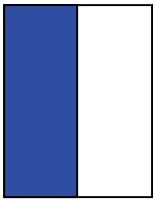

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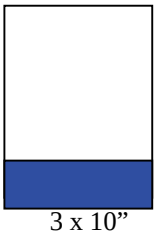

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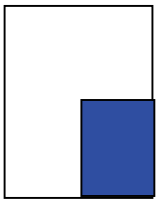

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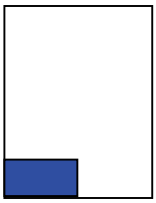

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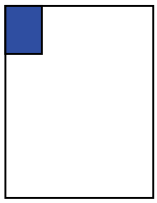

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SOFTWARE/FORMAT: PAGEMAKER (6.5), PHOTOSHOP (6.0), Freehand 9.0, PDF o JPEG (150 dpi)

CLOSING DATE: FRIDAY PRIOR TO PUBLICATION DATE.

INSERTS

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OTHER SIZES CALL FOR RATES

OTHER Services & CHARGES

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

LATINO NEWSPAPER

P.O. Box 522
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Tel. 864-627-1945
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E-mail ; latino@innova.net

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