



ABOUT LA PRENSA HISPANA

La Prensa Hispana Newspaper leads the Coachella Valley in Spanish/English Language Print Media Circulation Growth.



La Prensa Hispana circulation growth continues to outpace other Spanish print media and is the leading Hispanic market directed newspaper in the Coachella Valley. La Prensa Hispana is the ONLY Coachella Valley newspaper which has received approval and recognition status by the Hispanic Chamber of Commerce-Coachella Valley.

La Prensa Hispana is the officially designated newspaper for the Hispanic Chamber of Commerce-Coachella Valley and has met all of the requirements in regards to quality, verified distribution locations, status, authenticity, minority ownership and community partnerships. Since its inception 30 years ago, circulation has increased 67% to its current circulation of 45,000 with an exclusive distribution network. The inclusion of English language content has integrated La Prensa Hispana into an expanding bi-lingual market. La Prensa Hispana is truly a bicultural product produced and run within the Hispanic community in a literate bi-lingual fashion. It has a significant impact on the Hispanic marketplace as well as the English speaking segment of the market.

An independent market study by National Marketing And Statistic Trends In Media, Inc., conducted in April 2020 has shown La Prensa Hispana scoring big with readers. The survey shows readers more satisfied with La Prensa Hispana approach to news, sports and entertainment. The colorful displays, attractive photos' and current interviews were cited as clearly superior. "The eye discerns the difference" was how one long time reader put it. "There is no comparison in quality and I can access it on the internet from several sites at work".



Ana Rascón Vasquez, founder and publisher of La Prensa Hispana Bilingual Newspaper received the Mayor's Award at the State of the City of Indio ceremony, in recognition for a 30 years trajectory. The award was presented by Indio Mayor Lupe Ramos Amith.

Satisfaction and Trust rating

of those surveyed April 2013: **94%**

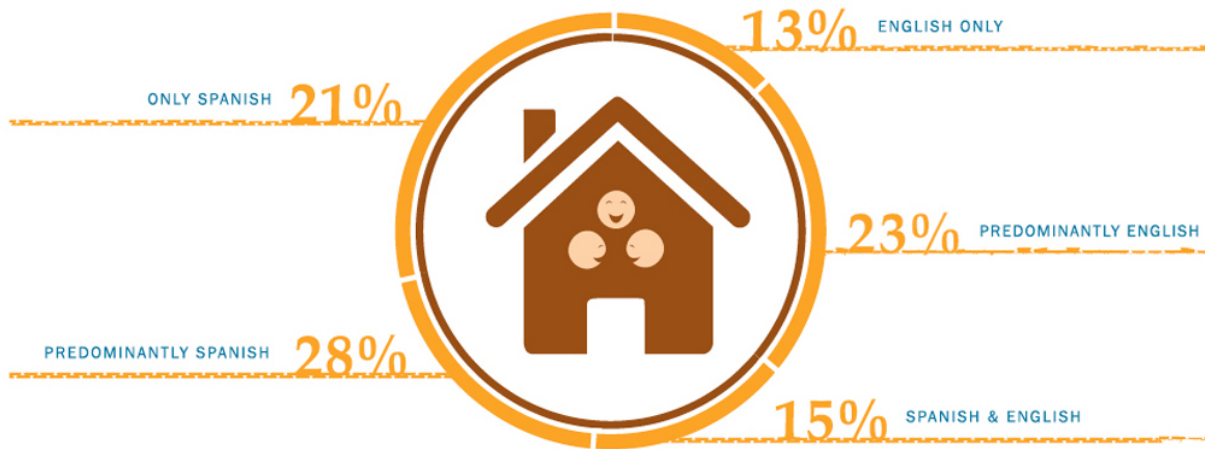


A study by the Nielsen Media Research has determined the following statistics which apply to the Coachella Valley.



La Prensa Hispana is targeted at the 4 groups, Spanish only, predominately Spanish, Spanish & English and Some Spanish-Predominately English. This strategy encompasses 87% of the Hispanic market. La Prensa Hispana also reaches the 13% English only Hispanic grouping through its English content.

Percentage of Hispanics who speak Spanish and/or English at home:



The Coachella Valley is one of the fastest growing areas in the State of California and includes La Quinta and Indio which have been named as the fastest growing cities in California. The Coachella Valley has surpassed the 380,566 population mark and residents swell to half-a million at various times throughout the year. The sudden increases in population vary from internationally attended events primarily between October and April to the influx of hundreds of thousands of agricultural related workers who arrive between May and August of each year. La Prensa Hispana is cognizant of the tremendous influx of one of our primary readership base during the summer months and adjusts its targeted distributions accordingly. This is a unique practice characteristic of La Prensa Hispana and a reason for its leadership role. The Hispanic population in the Coachella Valley although officially listed at 51%, 194,088 goes beyond that number due to several factors including census undercounts and agricultural migration. East Valley cities Indio and Coachella have over a 75% Hispanic population and certain West Valley areas such as Cathedral City, Palm Springs and Desert Hot Springs are quickly approaching the 65% mark. High Desert areas are quickly becoming Hispanic strongholds. Where as the generic formula for readership for English newspapers locally is 3.0 readers per copy, the accepted formula for Spanish readership is 4.0 due to larger families and continued circulation of the newspaper at localities such as markets and restaurants.

OPEN RATE SCHEDULE

No Agreement Rate

FORMAT: SAU/Broadsheet 6 columns X 21" - Full-page=126"



Weekly print newspaper :
Distributed Fridays mornings,
Internet posted Wednesdays.
laprensaahispananewspaper.com
[laprensaahispanabilingual](https://www.facebook.com/laprensaahispanabilingual)



FSI Cost : \$70 per
1,000 - Open Rate



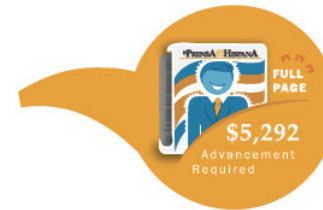
Deadline: Monday 4:00 p.m.



Classified : \$20 per
2 column Inch



Color Rate : \$75 X color
(negotiable)



Political Advertising : \$5,292 Full
- Page
Advance payment required



We schedule our Internet post for Wednesdays because studies show that Wednesday is the most effective day to perform Internet Marketing. laprensaahispananewspaper.com [laprensaahispanabilingual](https://www.facebook.com/laprensaahispanabilingual)
Disclaimer: • ROP rate open based on \$40 • Rates are listed as - Net • Gross can be registered based on frequency.

AD SIZE: Calculated on Column Inch (\$40) Open Rate. Full-page, 1/2 Page, 1,4 Page, 1/8 Page



A: Full Page - \$5,040

B: 1/2 Page - \$2,520

C: 1/4 Page - \$1,260

D: 1/8 Page - \$630



OPEN RATE SCHEDULE cont.

RATES will be discounted as negotiated or with an advertising agreement as follows:



3 MONTH AGREEMENT : 15%



6 MONTH AGREEMENT : 20%



12 MONTH AGREEMENT : 25%

COLUMN INCH OPEN RATE: Based on going rate.



U.S. (Indio Regional Office) = \$40 + Color

THE HISPANIC PRESS DISTRIBUTION: 45,000 (Coachella Valley) La Prensa Hispana Bilingual Newspaper

A division of California Hispanic Media, Inc.

A division of La Prensa Hispana, Inc.
 Publisher Ana Vasquez
 laprehispana@gmail.com

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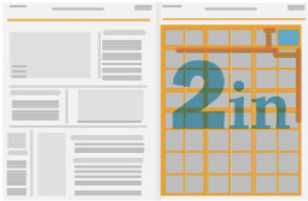


WE WOULD LIKE TO THANK OUR SPONSORS FOR THEIR CONTINUED SUPPORT.



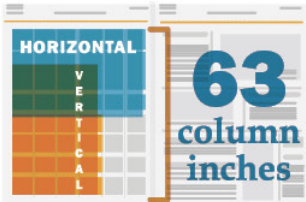


Mechanical Specs



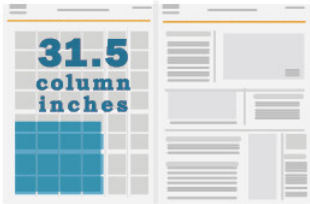
STANDARD BROADSHEET: Six columns wide—each column is 2 inches wide.

FULL PAGE: 126 Column Inches.
12 inches wide X 21 inches tall.



HALF - PAGE: Six columns wide—each column is 2 inches wide. **HORIZONTAL** = 12 inches wide X 10.5 inches tall. **VERTICAL** = 6 inches wide X 21 inches tall.

QUARTER PAGE: 31.5 column inches.
6 inches wide X 10.5 inches tall.



EIGHTH OF A PAGE: 15.75 column inches.
4 inches wide X 7.75 inches tall.