

# Media Kit for *La Voz de Austin*



## CONTACT

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# Media Kit for *La Voz de Austin*

## Publication Profile

**NAME:** *La Voz de Austin*

**SPONSOR:** Mexican American Center for Community and Economic Development

**BUSINESS ADDRESS:** P. O. Box 19457  
Austin, Texas 78760

**TELEPHONE:** (512) 944-4123

**EMAIL:** [la-voz@sbcglobal.net](mailto:la-voz@sbcglobal.net)

**WEBSITE:** [www.lavoznewspapers.com](http://www.lavoznewspapers.com)

**LANGUAGE FORMAT:** Bilingual - 60% English 40% Spanish

**FREQUENCY:** Monthly

**FOCUS:** Employment, Education, Economics, Entrepreneurship, Crime Prevention, Cultural Production and Personal Responsibility

**PAGES:** 16-24

**PRINT RUN:** 4,000 copies per edition

**READERSHIP:** 4000 x 3.2 readers = 12,800

**DISTRIBUTION:** Placement in high traffic areas, subscriptions and distribution at special events

**EDITOR:** Alfredo Rodriguez Santos c/s

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## Demographic Overview

### Population Austin, Texas

1960	1970	1980	1990	2000	2010
186,545	251,808	345,890	465,622	656,562	790,390

Source: U.S. Census Bureau, 2010, and Historical Census

	Austin	Texas
Persons under 5 years, percent, 2010	7.3%	7.7%
Persons under 18 years, percent, 2010	22.2%	27.3%
Persons 65 years and over, percent, 2010	7.0%	10.3%
Female persons, percent, 2010	49.4%	50.4%
White persons, percent, 2010 (a)	68.3%	70.4%
Black persons, percent, 2010 (a)	8.1%	11.8%
American Indian and Alaska Native persons, percent, 2010 (a)	0.9%	0.7%
Asian persons, percent, 2010 (a)	6.3%	3.8%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.1%	0.1%
Persons of Hispanic or Latino origin, percent, 2010 (b)	35.1%	37.6%
Living in same house 1 year & over, 2005-2009	72.5%	80.8%
Foreign born persons, percent, 2005-2009	19.7%	15.8%
Language other than English spoken at home, pct age 5+, 2005-2009	34.2%	33.6%
High school graduates, percent of persons age 25+, 2005-2009	84.3%	79.3%
Bachelor's degree or higher, pct of persons age 25+, 2005-2009	43.5%	25.4%
Homeownership rate, 2005-2009	46.5%	64.7%
Housing units in multi-unit structures, percent, 2005-2009	47.0%	24.3%
Median value of owner-occupied housing units, 2005-2009	\$189,600	\$118,900
Persons per household, 2005-2009	2.39	2.81
Per capita money income in past 12 months (2009 dollars) 2005-2009	\$30,063	\$24,318
Median household income 2005-2009	\$50,236	\$48,199
People of all ages in poverty - percent, 2005-2009	17.5%	16.8%

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## A Word About Community

Communities are composed of people who have made the decision to live in a particular place. Each community has its own unique history and settlement patterns. Over the last 40 years, Austin, Texas has seen a tremendous increase in its population as more and more people have discovered the attractiveness of living in Central Texas. People of Mexican ancestry are one of the groups that have made this discovery. According to the latest United States Census data, Mexicans, Latinos (you pick the label) now constitute 277,605 or 35.1% of the population of Austin, Texas.

### Total Population of Austin, Texas

**790,390**

### Latino Population of Austin, Texas

**277,605**

### Rest of Population

Source: Population Estimates from 2006 American Community Survey

In the Austin Independent School District, the number of Latino children enrolled in 2010-2011 was 51,438 or 60.3% of total students (85,273) in the district. In 2010, Latino students made up 49.6% of the graduating class in Austin ISD.

### Austin ISD

**51,438**

Source: Texas Education Agency, AIED Reports, 2007

# Rate Card

## Production Requirements

Acceptable camera-ready material is defined as fully finished mechanicals that require no typesetting or camera work of any kind. Publisher recommends the use of an 85 line screen.

Drawings, artwork and articles for reproduction are accepted only at advertisers risk and should be clearly marked to facilitate return.

Camera shots, artwork (screens, reverses, double burns, etc.) and typesetting will be charged to the advertiser at prevailing rates.

Publisher is not liable for reproduction quality on mechanicals that require camera work.

## Deadlines/Changes/Cancellations

Deadline for ad copy is on the 25th day of the month before ad is to appear. All cancellations must be in writing or faxed to (512) 944-4123. Cancellations or changes are not accepted after the date stipulated above.

## Terms

All advertisers must pay in advance unless account is established. All political advertising must pay in advance.

## Agency's Commissions

20% of gross billing on space, color and position to recognized agencies who guarantee payment and deliver camera-ready copy to publisher's office by deadline. Agency commissions are not allowed on accounts more than 60 days past due. No Commissions are paid on production charges.

## Frequency Discounts

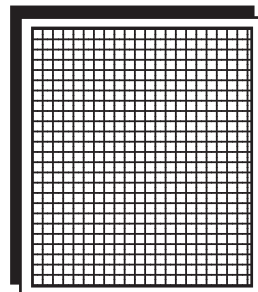
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

SIZE	ADVERTISEMENT FREQUENCY			
	1 Time	3 Times	6 Times	12 Times
Full Page	\$825	\$745	\$665	\$585
1/2 Page	\$550	\$490	\$430	\$370
1/4 Page	\$375	\$325	\$275	\$225
1/8 Page	\$225	\$190	\$155	\$120
Business Card	\$ 75	\$ 65	\$ 55	\$ 45

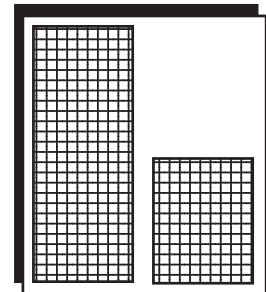
## Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.0"	10.0"
1/2 Page (Vertical)	4.75"	10.0"
1/2 Page (Horizontal)	10.0"	5.0"
1/4 Page (Vertical)	4.75"	5.0"
1/4 Page (Horizontal)	10.0"	2.5"
1/8 Page (Horizontal)	4.75"	2.5"
1/8 Page (Vertical)	2.5"	5.0"
Business Card	3.5" x 2"	

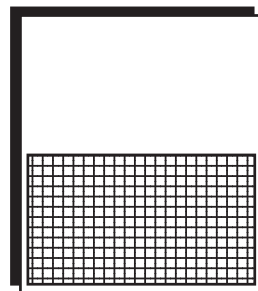
## AD Sizes



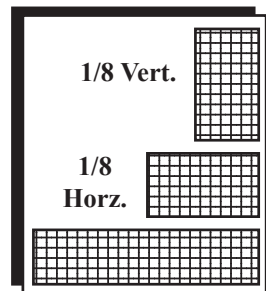
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Horizontal

For more information please contact  
Alfredo R. Santos c/s (512) 944-4123

# Media Kit for *La Voz de Austin*

## Why Advertise in La Voz?

There are plenty of reasons why you should advertise with *La Voz Newspapers*.

**First** of all, our ads are very inexpensive.

**Secondly**, your advertisement can reach and penetrate parts of the that other publications don't even come close to. Not only do we distribute in heavy pedestrian traffic locations, but we also make it a point to distribute at churches, festivals and special events such as community meetings.

**Third**, *La Voz Newspapers* are different than the other publications in that we are not only engaged in "journalism" but also "community development." We believe that information is power and that one of the ways you help people raise themselves up economically is by providing them with good information that in turn allows them to make good economic decisions. Your support helps us to improve the "knowledge quotient" of the community and in this way, you are helping us to make an valuable investment in Austin, Texas.

**Fourth**: The other reason why you should advertise with us has to do with the opportunities we are creating for young people. At *La Voz Newspapers* we don't just talk about community development, we practice it! We believe in paying everyone who works with us. As with our other newspapers, we have a standing policy of paying students who write stories. Students who write articles for *La Voz* are paid 10¢ a word. While this may not seem like a lot of money, we believe that for teenagers: "*Money in their pocket helps keep them off the docket.*" Your advertising dollar helps us to help keep kids busy and out of trouble.

**Fifth**: It is no secret that the demographics of Texas are changing. As more Latinos decide to call Austin home, they are going to need and use the same goods and services that others do. Brand loyalty and product familiarity are extremely valuable intangibles that every business seeks to develop and cultivate. Advertising in *La Voz de Austin* is a smart way to reach out and show people in the community who you are and the products and services you stand by.

# *La Voz Newspapers*

## **Ad Agreement**

P.O. Box 19457 Austin, Texas 78760 Phone (512) 944-4123

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone \_\_\_\_\_ Fax: \_\_\_\_\_

Size of ad:

1    1/2    1/4    1/8    Business Card

Camera Ready:        Yes        No

Photo:                Yes        No

Cost of Ad:        \_\_\_\_\_

Your Check Number:        \_\_\_\_\_

Circle Months Ad is to Run:    Jan.    Feb.

March    April    May    June    July

August    Sept.    Oct.    Nov.    Dec.

### **Notes**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

*La Voz Representative* \_\_\_\_\_ Date: \_\_\_\_\_

# Media Kit for *La Voz*

## Distribution in Austin

### Austin Community College

1. Eastview
2. South
3. Riverside
4. Fiskville
5. Travis County Administration Building (Airport)
6. El Gallo on Congress
7. Center for Mexican American Studies
8. Mexican American Cultural Center
9. Pan y Vino
10. Mendez Middle School
11. Akins High School
12. Lanier High School
13. Travis High School
14. Johnston High School
15. LBJ High School
16. Democratic Party Headquarters
17. Palm School (County)
18. Mi Madre (Manor Road)
19. Porfilios (Holly)
20. Texas State Employees Union
21. McDonalds on MLK and Guadalupe
22. Austin Regional Clinic (First Street)
23. Wellness Center

### Libraries

24. Ruiz,
25. Terrerazas
26. 7th Street
27. Downtown
28. Oak Springs
29. Menchaca
30. Elroy
31. Southeast
32. Resistencia Book Store
33. Garcia Realty
34. Hispanic Chamber of Commerce
35. Quality Vision Eyewear
36. Communities In Schools
37. Mariana's Kitchen
38. Southwest Key Inc.
39. Amaya's Restaurant
40. Angies on 7th Street
41. Joes Bakery
42. American Legion
43. Storage USA
44. Wells Fargo on 11th Street
45. TEA on Congress
46. Pan Am Rec Center
47. VFW Post 812 and 183

48. Shoe Shop on Oltorf
49. Arandinas on South First and William Cannon
50. Juan in a Million
51. Diane Castaneda
52. Our Lady of Guadalupe
53. Travis County Annex on Mckinney Falls
54. AISD Headquarters on 6th Street
55. El Sol y La Luna
56. United Way on MLK
57. American History Center
58. Casa Moreno
59. Mi Ranchito (Manchaca/1626)
60. Baker Center
61. Residences Onion Creek Apts
62. Texas across on East Slaughter
63. Lalo's Barber Shop
64. River City Donuts
65. Shell on William Cannon
66. Bluff Springs Grocery
67. El Milagro on 6th Street
68. McCoy's Hardware
69. Dan's Hair Styling
70. El Meson
71. Tamale House
72. Eastside Memorial High School
73. Chapala on Cesar Chavez
74. Montopolic Recreation Cetner
75. Las Cazuelas on Cesar Chavez

Current as of February 2015