

**Media Kit for**  
*La Voz de Hays County*

**CONTACT**

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**www.lavoznewspapers.com**

## Publication Profile

**NAME:** *La Voz de Hays County*

**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

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

**LANGUAGE FORMAT:** Bilingual

**FREQUENCY:** Monthly

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

**PAGES:** 12-16

**PRINT RUN:** 3,000 copies per edition

**READERSHIP:** 3000 x 3.2 readers = 9,600

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

**COST:** Free

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

# Demographic Overview

## Population Hays County

1990	2000	2007
18,853	22,011	26,051

Source: U.S. Census Bureau, 2007 Population Estimates, Census 2000, 1990 Census and Historical Census

### Census 2000 Demographic Profile Highlights:

<b>General Characteristics</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Total population	22,011		
Male	10,470	47.6	49.1%
Female	11,541	52.4	50.9%
White	14,397	65.4	75.1%
Black or African American	2,002	9.1	12.3%
American Indian and Alaska Native	134	0.6	0.9%
Asian	190	0.9	3.6%
Native Hawaiian and Other Pacific Islander	12	0.1	0.1%
Hispanic or Latino (of any race)	11,669	53.0	12.5%
<b>Social Characteristics -</b>			
High school graduate or higher	8,110	61.7	80.4%
Bachelor's degree or higher	1,991	15.2	24.4%
Disability status (population 5 years and over)	4,601	23.3	19.3%
Foreign born	2,017	9.2	11.1%
Speak a language other than English at home (population 5 years and over)	8,360	41.1	17.9%
<b>Economic Characteristics</b>			
In labor force (population 16 years and over)	9,947	60.3	63.9%
Median household <u>income</u> in 1999 (dollars)	31,618	(X)	41,994
Median family income in 1999 (dollars)	36,931	(X)	50,046
Families below poverty level	698	13.2	9.2%
Individuals below poverty level	3,503	7.2	12.4%
<b>Housing Characteristics</b>			
Single-family owner-occupied homes	4,139		
Median value (dollars)	64,500	(X)	119,600

# 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) 291-9060. 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

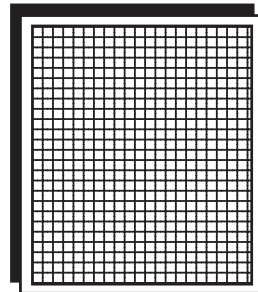
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

SIZE	ADVERTISEMENT FREQUENCY			
	1 Time	3 Times	6 Times	12 Times
Full Page	\$710	\$660	\$600	\$540
1/2 Page	\$430	\$400	\$360	\$320
1/4 Page	\$275	\$235	\$200	\$175
1/8 Page	\$150	\$120	\$100	\$ 80
Business Card	\$ 40	\$ 30		

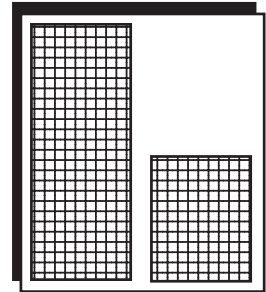
## Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.25"	11.50"
1/2 Page (Vertical)	5.0"	11.50"
1/2 Page (Horizontal)	10.25"	5.5"
1/4 Page (Vertical)	5.0"	5.5"
1/4 Page (Horizontal)	10.25"	3.0"
1/8 Page (Horizontal)	5.5"	3.0"
1/8 Page (Vertical)	2.37"	5.5"
Business Card	3.5" x 2"	

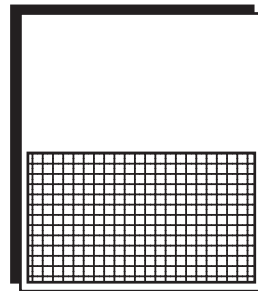
# AD Sizes



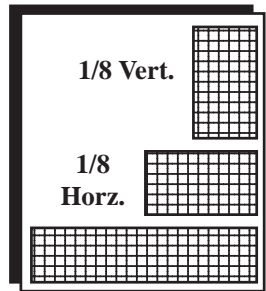
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Vert.  
1/8 Horz.  
1/4 Horizontal

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

# *La Voz de Hays County*

## **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 a 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 Hays County 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 Hays County* 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 de Hays County*

## **Ad Agreement**

P.O. Box 19457 Austin, Texas 78760 Phone & Fax (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: \_\_\_\_\_