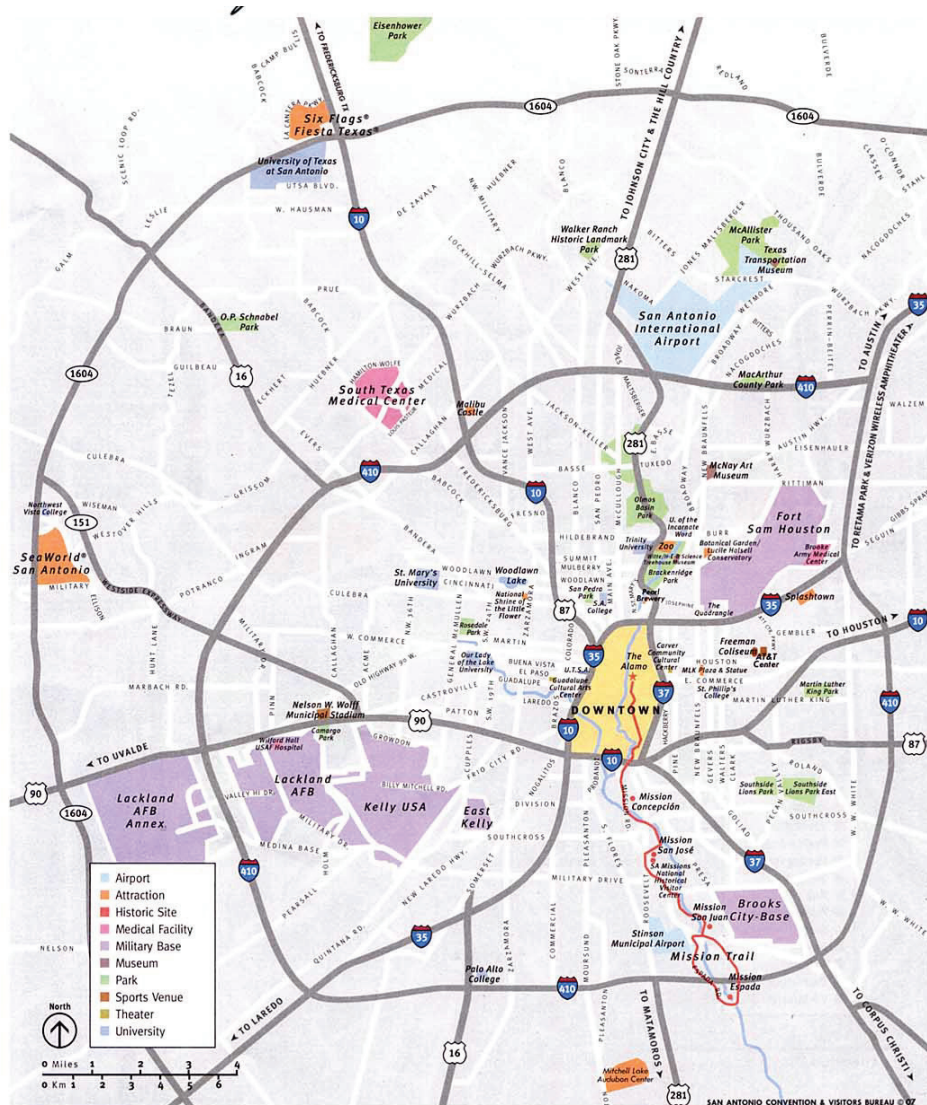


Media Kit for *La Voz de San Antonio*



CONTACT

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Publication Profile

NAME: *La Voz de San Antonio*

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

LANGUAGE FORMAT: Bilingual - 60% English 40% Spanish

FREQUENCY: Monthly

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

PAGES: 12-20

PRINT RUN: 5,000 copies per edition

READERSHIP: 5000 x 3.2 readers = 16,000

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

EDITOR: Alfredo Rodriguez Santos c/s

ASSOCIATE EDITOR: Pat Galvan

Demographic Overview

Population San Antonio, Texas

1960	1970	1980	1990	2000	2010
587,718	654,153	785,880	935,933	1,144,646	1,327,407

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

	San Antonio	Texas
Population, 2010	1,327,407	25,145,561
Persons under 5 years	7.6%	7.7%
Persons under 18 years	26.8%	27.3%
Persons 65 years and over	10.4%	10.3%
Female persons, percent	51.2%	50.4%
White persons, percent	72.6%	70.4%
Black persons, percent	6.9%	11.8%
American Indian and Alaska Native persons	0.9%	0.7%
Asian persons, percent	2.4%	3.8%
Native Hawaiian and Other Pacific Islander	0.1%	0.1%
Persons reporting two or more races	3.4%	2.7%
Persons of Hispanic or Latino origin	63.2%	37.6%
White persons not Hispanic	26.6%	45.3%
Living in same house 1 year & over, 2006-2010	80.1%	81.5%
Foreign born persons, percent, 2006-2010	13.7%	16.1%
Language other than English spoken at home, pct age 5+, 2006-2010	46.8%	34.2%
High school graduates, percent of persons age 25+, 2006-2010	79.5%	80.0%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	23.7%	25.8%
Mean travel time to work (minutes), workers age 16+, 2006-2010	23.4	24.8
Homeownership rate, 2006-2010	58.6%	64.8%
Housing units in multi-unit structures, percent, 2006-2010	30.8%	24.1%
Median value of owner-occupied housing units, 2006-2010	\$108,600	\$123,500
Households, 2006-2010	461,139	8,539,206
Persons per household, 2006-2010	2.73	2.78

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

Economic Overview

	San Antonio	Texas
Per capita money income in past 12 months (2010 dollars) 2006-2010	\$21,812	\$24,870
Median household income 2006-2010	\$43,152	\$49,646
Persons below poverty level, percent, 2006-2010	18.9%	16.8%
Business QuickFacts	San Antonio	Texas
Total number of firms, 2007	109,195	2,164,852
Black-owned firms, percent, 2007	3.5%	7.1%
American Indian- and Alaska Native-owned firms, percent, 2007	N/A	0.9%
Asian-owned firms, percent, 2007	3.6%	5.3%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	N/A	0.1%
Hispanic-owned firms, percent, 2007	39.5%	20.7%
Women-owned firms, percent, 2007	28.0%	28.2%
Manufacturers shipments, 2007 (\$1000)	11,971,361	593,541,502
Merchant wholesaler sales, 2007 (\$1000)	11,116,910	424,238,194
Retail sales, 2007 (\$1000)	20,252,070	311,334,781
Retail sales per capita, 2007	\$15,300	\$13,061
Accommodation and food services sales, 2007 (\$1000)	3,545,872	42,054,592

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, San Antonio, Texas has seen a tremendous increase in its population as more and more people have discovered the attractiveness of living in Texas. According to the latest United States Census data, Mexicans, Latinos (you pick the label) now constitute 838,921 or 63.2% of the population of San Antonio, Texas.

Total Population of San Antonio, Texas

1,327,407

**Latino Population of
San Antonio, Texas**

Rest of Population

838,921

There are 15 independent school districts in Bexar County and 26 others with district status according to the Texas Education Agency. The total student population in these 15 districts comes to 313,278. The Latino student population in these same districts totals 224,294. Stated differently, 71.5 % of the students enrolled in the 15 independent schools in Bexar County in 2011 were Latinos.

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

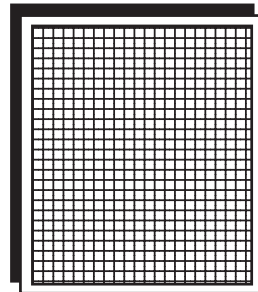
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

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
One half business card	\$35	\$25	\$20	\$15

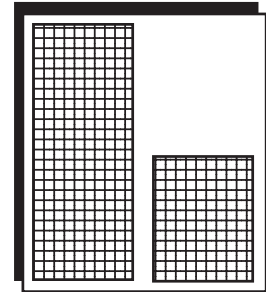
Mechanical Requirements

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"	

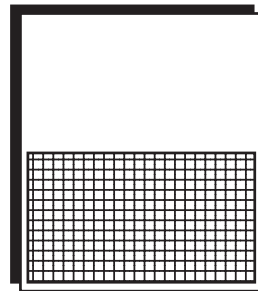
AD Sizes



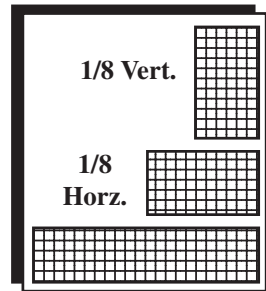
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Vertical
1/8 Horizontal

For more information please contact
Pat Galvan at (956) 251-5148 or
Alfredo R. Santos c/s at (512) 944-4123

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 San Antonio, 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 San Antonio 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 San Antonio* 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 Half Size 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: _____