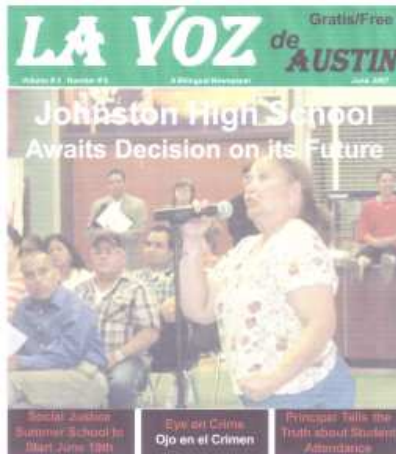


# Media Kit for *La Voz de Austin*



## CONTACT

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la-voz@sbcglobal.net  
www.lavoznewspapers.com

# 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) 291-9060 or (512) 944-4123

**EMAIL:** 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:** 12-16

**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

# Media Kit for *La Voz de Austin*

## Demographic Overview

### Population Austin, Texas

1960	1970	1980	1990	2000	2007
186,545	251,808	345,890	465,622	656,562	709,893

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

Social Characteristics:	Number	Percent	U.S.
Average household size	2.39	(X)	2.61
Average family size	3.24	(X)	3.20
Population 25 years and over	451,936		
High school graduate or higher	n/a	83.7%	80.4%
Bachelor's degree or higher	n/a	42.9	24.0%
Civilian veterans (civilian population 18 years & over)	39,828	7.3	10.4%
Disability status (population 5 years and over)	68,387	10.5	15.1%
Foreign born	145,353	20.3	12.5%
Male, Now married, (population 15 years and over)	128,914	43.0	52.4%
Female, Now married, (population 15 years and over)	114,431	42.0	48.4%
Speak a language other than English at home (pop. 5 years +)	230,956	35.2	19.7%
<b>Economic Characteristics:</b>			
Median household income	47,212	(X)	48,451
Per Capita Income	28,250	(X)	25,267
Individuals below poverty level	(X)	17.7	13.3%

The Hispanic population was estimated to be 257,774 in 2006

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

# Media Kit for *La Voz de Austin*

## 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 257,774 or 35.9% of the population of Austin, Texas.

### Total Population of Austin, Texas

**717,100**

### Latino Population of Austin, Texas

**257,774**

### Rest of Population

Source: Population Estimates from 2006 American Community Survey

In the Austin Independent School District, the number of Latino children enrolled in 2006-2007 was 46,740 or 57.1 % of total students (81,967) in the district. In 2007, Latino students made up 39.9% of the graduating class in Austin ISD.

### Austin ISD

**46,740**

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) 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

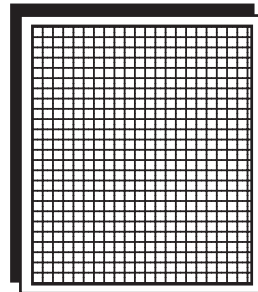
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

SIZE	ADVERTISEMENT FREQUENCY			
	1 Time	3 Times	6 Times	12 Times
Full Page	\$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

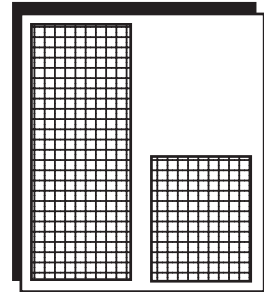
## Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.5"	11.50"
1/2 Page (Vertical)	5.0"	11.5"
1/2 Page (Horizontal)	10.5"	5.5"
1/4 Page (Vertical)	5.0"	5.5"
1/4 Page (Horizontal)	10.5"	3.0"
1/8 Page (Horizontal)	5.5"	3.0"
1/8 Page (Vertical)	2.0"	5.5"
Business Card	3.5" x 2"	

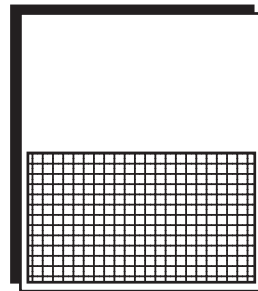
## AD Sizes



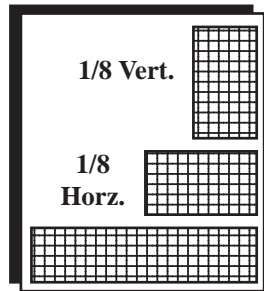
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Horizontal

For more information please contact  
**Alfredo R. Santos c/s (512) 291-9060**  
 or (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 & Fax (512) 291-9060

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 de Austin*

## Distribution in Austin

### Austin Community College

1. Eastview
2. South
3. Riverside
4. Fiskville
5. Travis County Administration Building (Airport)
6. Nuevo Leon Restaurant
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. Jacalito (Oltorf)
21. Flacos (Congress)
22. Jovitas

### Libraries

23. Ruiz,
24. Terrerazas
25. 7th Street
26. Downtown
27. Oak Springs
28. Resistencia Book Store
29. Garcia Realty
30. Hispanic Chamber of Commerce
31. Vision Eyewear
32. Communities In Schools
33. Wesley Center
34. Southwest Key Inc.
35. Amaya's Restaurant
36. St. Edwards University
37. Joes Bakery
38. Juan Diego Catholic Church
39. Storage USA
40. People Fund
41. TEA
42. Pan Am Rec Center
43. Milagros
44. PODER
45. AGE Building
46. El Meson
47. Treasure Island Bingo on Oltorf

48. Onion Creek Ballroom on Old Lockhart Highway
49. Chapa Restaurant
50. Juan in a Million
51. Diane Castaneda
52. Our Lady of Guadalupe
53. Frank and Angies Pizza (6th/Lamar)
54. Travis County Offices on Airport Blvd
55. El Sol y La Luna
56. United Way on MLK
57. American History Center
58. Casa Moreno

*As of September, 2009*