



# *La Voz de Brazoria County*

## Publication Profile

- NAME:** *La Voz de Brazoria County*  
A Community Based Newspaper
- SPONSOR:** Mexican American Center for Community and Economic Development
- BUSINESS ADDRESS:** 1220 Heather Street  
Angleton, Texas 77515
- TELEPHONE:** (979) 549-5221 (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:** 16 to 24
- PRINT RUN:** 5,000 copies
- READERSHIP:** 5000 x 3.2 readers = 16,000
- DISTRIBUTION:** *La Voz de Brazoria County* is delivered to restaurants, taquerias, libraries, educational institutions, governmental offices, grocery stores and other high traffic locations. It also gets heavy distribution at special events and meetings in the Latino community in Brazoria County.

# La Voz de Brazoria County

**La Voz de Brazoria County** is a bilingual publication targeting the Latino population in the 18th largest county in the state of Texas. Each issue contains timely articles, feature stories, interviews, public policy analysis and crime prevention data of importance to the Latino community.

The purpose of **La Voz de Brazoria County** is to inform Latino community about candidates for public office, illuminate community concerns, stimulate public debate and provide alternative perspectives on public policy issues. *Esperamos tambien informar a la comunidad de lo que esta pasando alrededor del estado para que asi ellos pueden ver que no estan solos.*

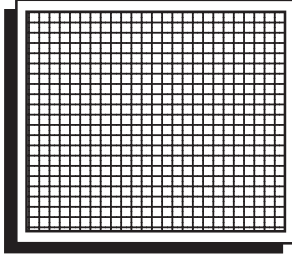
## Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.50"	11.50"
1/2 Page (Vertical)	5.5"	11.50"
1/2 Page (Horizontal)	10.50"	5.5"
1/4 Page (Vertical)	5.0"	5.5"
1/4 Page (Horizontal)	10.50"	3.0"
1/8 Page (Horizontal)	5.0"	3.0"
1/8 Page (Vertical)	2.37"	5.5"
Business Card	3.5" x 2"	

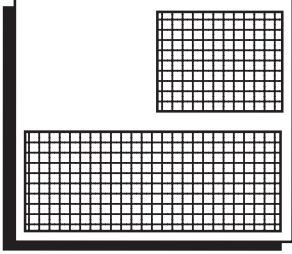
## Circulation & Distribution

**La Voz de Brazoria County** has an estimated readership of 16,000 and is distributed at convenience stores, libraries, *taquerias*, educational institutions and other high traffic areas in Brazoria County. **La Voz de Brazoria County** is also posted on the internet at: [www.lavoznewspapers.com](http://www.lavoznewspapers.com).

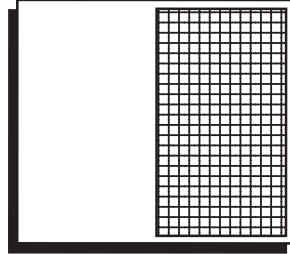
# AD Sizes



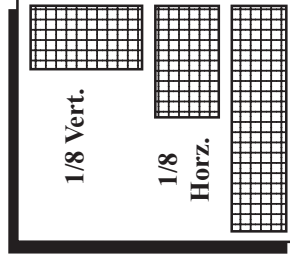
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Vert.

1/8 Horz.

1/4 Horizontal

## ADVERTISEMENT FREQUENCY

SIZE	ADVERTISMENT FREQUENCY		
	1 Time	3 Times	6 Times
Full Page	\$550	\$500	\$460
1/2 Page	\$375	\$350	\$300
1/4 Page	\$225	\$200	\$175
1/8 Page	\$150	\$120	\$100
Business Card	\$ 40	\$ -	\$ -

## 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 20th day of the month. All cancellations must be in writing or faxed to (512) 912-1077. 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.

# Demographic Overview of Brazoria County

## POPULATION (Census Bureau) County Population

Estimate 2006:	287,898
Estimate 2005:	277,821
Estimate 2004:	270,772
Estimate 2003:	263,459
Estimate 2002:	256,976
Estimate 2001:	249,241

Census 2000:	241,767
Census 1990:	191,707
Census 1950:	46,549

## POPULATION BY CITIES AND TOWNS

Brazoria:	2,981
Brookside Village:	1,998
Clute:	10,737
Danbury:	1,674
Alvin:	22,405
Freeport:	12,603
Angleton:	18,727
Hillcrest village:	720
Holiday Lakes:	1,108
Iowa Colony village:	940
Jones Creek village:	2,122
Lake Jackson:	27,614
Liverpool:	423
Manvel:	4,600
Bailey's Prairie village:	709
Oyster Creek:	1,231
Pearland (pt.):	64,340
Quintana:	47
Richwood:	3,341
Surfside Beach:	865
Sweeny:	3,615
West Columbia:	4,221
Bonney village:	434
Balance of Brazoria County:	100,443

## DEMOGRAPHICS Ethnicity - 2006 (Census Bureau)

Percent Hispanic:	25.3%
Race - 2006	
Percent White Alone:	83.3%
Percent African American Alone:	10.6%
Percent American Indian and Alaska Native Alone:	0.6%
Percent Asian Alone:	4.2%
Percent Native Hawaiian and Other Pacific Islander Alone:	0.1%
Percent Multi-Racial:	1.3%

## Age - 2006 (Census Bureau)

17 and Under:	27.2%
65 and Older:	8.9%
85 and Older:	0.9%
Median Age:	33.9

## Income

Per Capita Income - 2005 (BEA):	\$29,869
Total Personal Income - 2005 (BEA):	\$8,298,208,000
Median Household Income - 2004 (Census Bureau):	\$52,483
Poverty - 2004 (Census Bureau)	
Percent of Population in Poverty:	10.9%
Percent of Population under 18 in Poverty:	14.4%

Social Characteristics -	Estimate	Percent	U.S.
Average household size	2.85	(X)	2.61
Average family size	3.29	(X)	3.20
Population 25 years and over	182,055		
High school graduate or higher	(X)	81.8	84.1%
Bachelor's degree or higher	(X)	22.9	27.0%
Disability status (population 5 years and over)	38,184	15.0	15.1%
Foreign born	30,945	10.7	12.5%
Male	63,139	55.4	52.4%
Female	62,595	58.0	48.4%
Speak a language other than English at home (population 5 years and over)	61,326	23.1	19.7%

# Advertisement Agreement for *La Voz de Brazoria County*

P.O. Box 2708 Angleton, Texas 77515 (979) 549-5221

---

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: \_\_\_\_\_