

Media Kit for *La Voz de Austin*

Publication Profile

NAME:	<i>La Voz de Austin</i>
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
LANGUAGE FORMAT:	Bilingual - 70% English 30% 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:	Paper boy routes, placement in high traffic areas of zip code, subscription and distribution at special events and placement at schools within targeted zip codes
EDITOR	Alfredo Rodriguez Santos c/s

Past Covers of *La Voz Newspapers*



La Voz de Austin

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

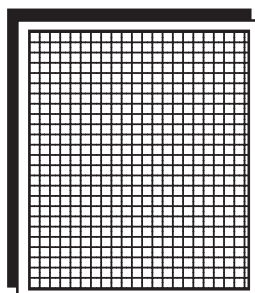
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

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

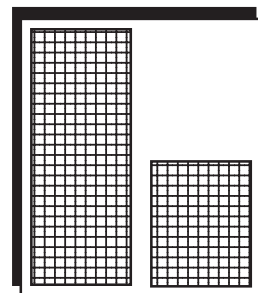
Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.25"	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"	

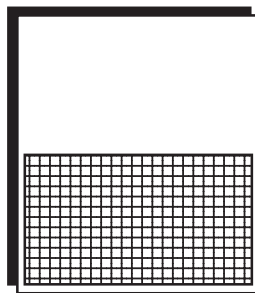
AD Sizes



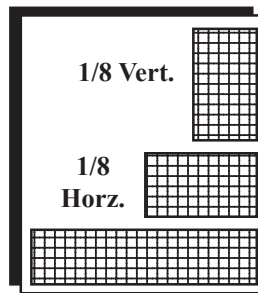
Full Page



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

Demographic Overview

ZIP CODE	78702	78704	78721	78744	78758	TOTAL
TOTAL POPULATION	22,498	43,343	10,124	34,028	42,820	152,813
LATINO POPULATION	15,266	14,640	5,138	21,974	13,759	70,777
HOUSING UNITS	7,725	21,407	3,304	10,386	18,683	61,505
HOUSEHOLD INCOMES	\$23,348	\$35,733	\$26,646	\$38,256	\$42,398	
HOUSE VALUES	\$57,200	\$149,600	\$71,600	\$74,900	\$108,800	
EDUCATION						
9th - 12 Grade	3,599	3,512	1,489	4,673	2,383	
High School Diploma	3,696	5,726	1,576	5,736	5,439	
Some College	2,185	8,684	847	4,423	6,725	
Associates Degree	212	1,530	222	856	1,789	
Bachelors Degree	844	8,767	289	1,980	5,812	
Post Graduate	350	4,322	135	624	2,456	

Source: Bureau of Census, 2000 data

