

## Advertising Rates



<b>Advertising Rates:</b>	<b>Open:</b>	<b>6-Time:</b>	<b>12-Time:</b>
<i>Net Column Inch Rate</i>	<b>\$13.16</b>	<b>\$11.94</b>	<b>\$10.64</b>
<b>1/16th page (3 3/8"x3")</b>	<b>\$78.96</b>	<b>\$71.64</b>	<b>\$63.84</b>
<b>1/8th page (5"x3 1/2")</b>	<b>\$138.18</b>	<b>\$125.37</b>	<b>\$111.72</b>
<b>1/4 page (5"x7")</b>	<b>\$276.36</b>	<b>\$250.74</b>	<b>\$223.44</b>
<b>Special Half Page (10 1/4"x7" or 6 3/4"x10") .....</b>	<b>\$446.88</b>		
<b>Special Full Page (10 1/4"x14") .....</b>	<b>\$893.76</b>		

**Circulation: 8,500**

**Distribution:** La Voz Latina is distributed free to every home on St. Paul's West Side (zip code 55107), the Twin Cities most established Hispanic community, as well as to apartment complexes, schools, Hispanic businesses and other high traffic points in the St. Paul and Minneapolis metropolitan area.

**Employment Ads:**  
(1 1/4" per column)  
\$13.16 per column inch

**Color:**  
Spot color - \$75  
Four Color - \$300

**Combination rate:** \$55.80

**Agency Rates:**  
Add 15% to net rates

**Pre-printed Inserts:**  
\$50 per thousand (5,000 minimum)  
*Single sheet flyer. Larger pieces by quote.*

**Translations:** \$40 per hour

**Publication Day:**  
Last Tuesday of each month

**Advertising Deadline:**  
See promotional calendar

**Demographics:**  
The Twin Cities metropolitan area has over 100,000 Hispanic residents.

- 39% of Minnesota Hispanics are under age 18
- 60% of Minnesota Hispanics were U.S. born
- 69% of Minnesota Hispanics are of Mexican origin
- Median household income: \$35,492
- Average household size: 3.5 people