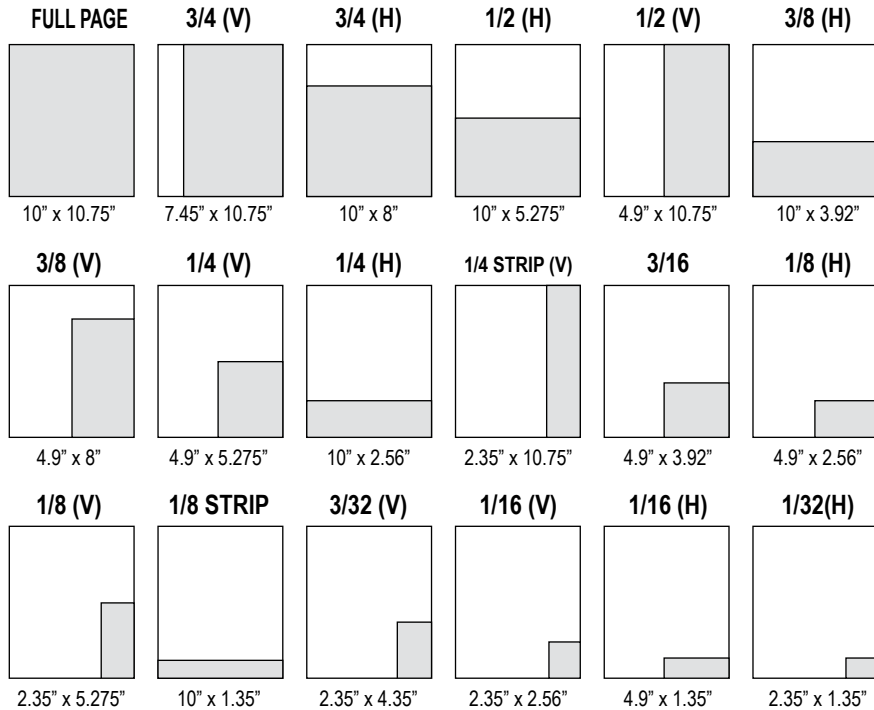


**WHY IS  
La Conexión  
YOUR BEST OPTION  
TO REACH THE  
HISPANIC MARKET**



- We are the first established Hispanic Newspaper in the area.
- We distribute 21,000 copies every week.
- We have over 80,000 weekly readers.
- We have distributions points in more than 20 counties in North Carolina.

**AD SIZE /PRICES**



**MISSION**

Over the years **La Conexión** has brought together a team of professionals who are committed to serve, inform, and connect the latino community in the United States. We believe in the importance of the roll that our newspaper plays in educating and helping our community.

**OUR HISTORY**

**La Conexión** is North Carolina's oldest Spanish language Newspaper. It began at a time of great demographic change in the state which coincided with the foundation of many efforts on several fronts to address the influx of Spanish speaking residents to the state. The first issue was published on December 1st of 1995.

In March of 2001, **La Conexión** began printing on a weekly basis. Currently, the paper puts out twenty one thousand copies every Wednesday which are delivered in roughly a seventy mile radius of Raleigh.

Today, **La Conexión** is the more recognized Hispanic Newspaper in North Carolina. **La Conexión** has organized and sponsored a myriad of events since its foundation. These have included many soccer tournaments, fiestas, festivals, forums, meetings, a beauty pageant, and even a talent contest.

I hope you will give our platform an opportunity to convey your organization's message. On behalf of the entire **La Conexión** team I pledge that we will make every effort to make sure your experience is one of the best ones of your business life.

**Ricardo Velásquez**  
Owner

**INSERTS**

\$1,000 per edition for 21,000 inserts  
For more details please call the toll free number 1-888-739-4911.

**CLASSIFIED ADS**

\$20 for the first 3 lines  
\$4.50 for each additional line \*  
\* All Classified Advertising must be pre-paid by cash, check or credit card.

**DEADLINES**

New advertisements	Thursday 5PM
Changes to existing ads	Friday 5PM
Classified ads	Friday 5PM

**DESIGN SPECS**

Resolution: 300 pixels/inch  
Color Mode: CMYK  
Formats: .tiff, .jpg, .pdf, .ai, .psd o .ind

**SPECIAL PLACEMENTS**

**BACK PAGE:**  
Get the entire back page with full color. \$1000/edition.\*\*  
\*\* Restrictions may apply.

**SECCION SPONSOR**

As the sponsor of either the Sports or the Entertainment sections your 1/4 page ad will appear on the front page of that section for \$375/edition. \*\*  
\*\* Discounts may apply.

**GENERAL INFORMATION**

Average Net Circulation:	21,000 (Print Edition)
Format / Dimensions:	Tabloid / 11" x 11.75"
Average Page Count:	48/56
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 10 PM
Ownership:	Velásquez Communication
Year Established:	1995
Publication Type:	Hispanic Publication
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	100% Controlled Bulk

**AGENCY COMISSIONS**

Fifteen percent of gross billing on regular run-of-press advertising is allowed to recognized agencies on space, color, and position, if the account is paid within 30 days of invoice. In the event of non-payment, La Conexión reserves the right to hold advertiser and/or its agency jointly or separately liable for such monies as are due and payable to the publisher. Production charges are not commissionable. No agency commission will be paid on inserts.



[www.laconexionusa.com](http://www.laconexionusa.com)

Our website has grown exponentially in the last few months. Today we are visited by more than 10,000 unique visitors and 25,000 hits per week. By the end of the year we expect to double this numbers.

## Introductory pricing

AD TYPE	CPM
Search Box ad	0,0060
Leaderboard	0,0150
Square Ad	0,0100
Button Ad	0,0075
Small Button Ad	0,0050
Vertical Banner	0,0150
Half Banner	0,0100
Article Box	0,0150
Footer Banner	0,0150

Guaranteed a minimum of 10,000 impressions per week

## WEBSITE INFORMATION

Page views: 25,000 – 35,000  
 Unique visitors/week: 10,000 – 13,000

For more details please call the toll free number 1-888-739-4911 or visit our website at [www.laconexionusa.com/marketing](http://www.laconexionusa.com/marketing)

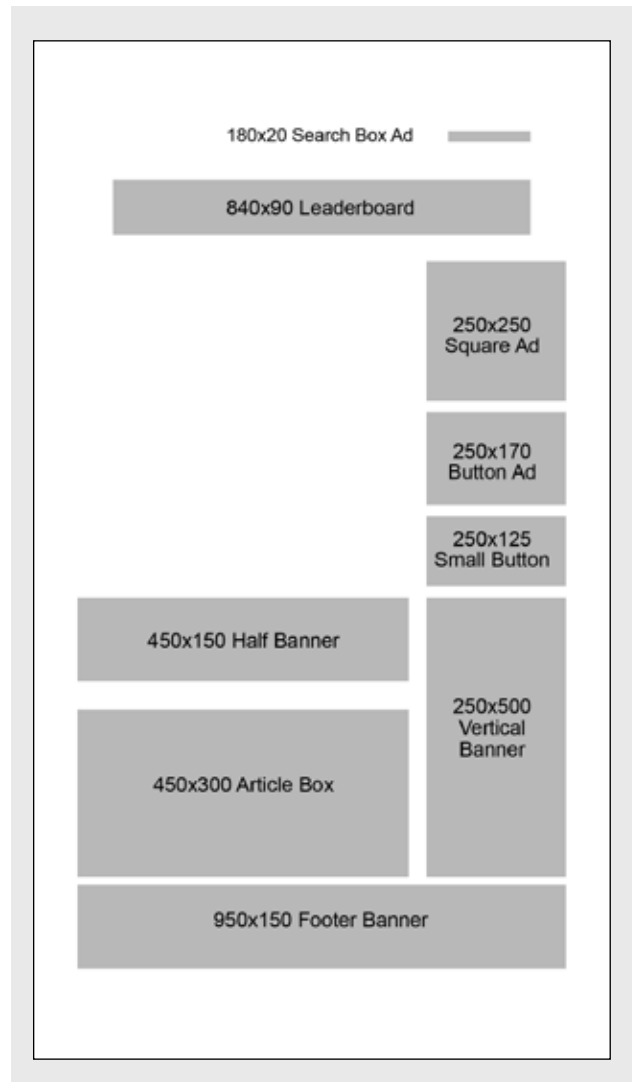
### Marketing Manager

**Nestor Gómez** (919) 561-0303  
 nestor@laconexionusa.com

### Web Director

**Mario Ortiz** (919) 832-1225  
 mario@laconexionusa.com

## SIZES AND POSITIONS



## CLIENTS AND PARTNERS

