Over 33,000 Spanish speaking readers of the print edition

Monthly distribution: 550 points on delivery routes in Columbia, Dutchess, Greene, Orange, Putnam, Sullivan and Ulster Counties

Original content with a local focus; a mission to inspire and inform the Spanish speakers of the Hudson Valley and Catskill region since 2004

Award winning; the only Spanish print publication in the seven county area

Electronic newsletter reaches over 9,700 local inboxes

Strong social media: Facebook & Instagram @lavozhudsonvalley, Twitter @LaVozHudsonV

60,000+ visitors to website per year

Involved in the Community La Guelaguetza Mexican Festival; Kingston Multicultural Festival; Spanish Spelling Bee; UC Mano a Mano Coalition, and many more!

Advertise your business today!
adslavoz@gmail.com
<table>
<thead>
<tr>
<th>COUNTY</th>
<th>Locations</th>
</tr>
</thead>
</table>
| COLUMBIA     | Chatham: 12037, 12060  
Claverack: 12513  
Germantown: 12526  
Hillsdale: 12529  
Hudson: 12534  
Kinderhook: 12106  
Livingston: 12541  
New Lebanon: 12125  
North Chatham: 12132  
Philmont: 12565  
Valatie: 12184 |
| DUTCHESS     | Amenia: 12501  
Dover Plains: 12522  
Beacon: 12508  
Fishkill: 12524  
Hopewell Junction: 12533  
Hyde Park: 12538  
Millbrook: 12545  
Millerton: 12546  
Pawling: 12564  
Pine Plains: 12567  
Pleasant Valley: 12569  
Poughkeepsie: 12542, 12590, 12601, 12602, 12603, 12604  
Red Hook: 12504, 12507, 12571  
Rhinebeck: 12572  
Rhinecliff: 12574  
Staatsburg: 12580  
Stanfordville: 12581  
Tivoli: 12583  
Wappingers Falls: 12590  
Wingdale: 12594 |
| GREENE        | Athens: 12015  
Cairo: 12413  
Catskill: 12414  
Coxsackie: 12061  
Greenville: 12083  
Hunter: 12442  
Palenville: 12463  
Tannersville: 12485  
Windham: 12496 |
| PUTNAM        | Brewster: 10509  
Cold Spring: 10516  
Carmel: 10512  
Garrison: 10524  
Kent Lakes: 10512  
Mahopac: 10541  
Patterson: 12563  
Putnam Valley: 10579 |
| ORANGE        | Goshen: 10924  
Middletown: 10940, 10941  
Newburgh: 12550, 12551, 12552, 12555  
New Windsor: 10992 12553 12575 12577 12584 |
| SULLIVAN      | Monticello: 12701  
Fallsburgh: 12733  
Liberty: 12754 |
| ULSTER        | Clintondale: 12515  
Ellenville: 12428  
Highland: 12528  
Hurley: 12443  
Kingston: 12401, 12402  
Marlboro: 12542  
Milton: 12547  
Modena: 12548  
New Paltz: 12861  
Pine Hill: 12465  
Port Ewen: 12466  
Rosendale: 12472  
Saugerties: 12477  
Stone Ridge: 12484  
West Hurley: 12491  
West Shokan: 12494  
Woodstock: 12498 |

Drop off locations in **Columbia, Dutchess, Orange, Sullivan and Ulster** Counties include grocery stores, restaurants, churches, laundromats, community centers, health clinics, libraries, etc.

Drop off locations in **Greene and Putnam** Counties are Public Libraries exclusively.
A. Print Advertising + Digital Package includes:

- **Full color** selected size print advertisement in *La Voz* magazine (distributed monthly to 550 stops in 7 counties, with an estimated readership of 33,000). See advertising rates page for prices and sizes.
- 1 weekly mention on La Voz’s [Facebook](#), [Twitter](#) and [Instagram](#) pages
- 1 mention in monthly e-newsletter (sent to over 9,700 local emails)
- **20% Discount on Web and Radio** with any 11 month print advertising contract

B. Web + Digital Only includes:

- **Option 1**: Home Page Ad, only 2 available per month; 1 weekly mention on La Voz’s [Facebook](#), [Twitter](#) and [Instagram](#) pages; 1 mention in monthly e-newsletter (sent to over 9,700 local emails), **$600 per month**

- **Option 2**: Side Bar Ad on Article page, only 4 available per month, 1 weekly mention on La Voz’s [Facebook](#), [Twitter](#) and [Instagram](#) pages, 1 mention in monthly e-newsletter (sent to over 9,700 local emails), **$350 per month**

C. Radio Only includes:

- 25” announcement at the beginning and end of *La Voz en breve* Radio show, 56 times per month. **$250 flat monthly rate**. See next page for more information.
Your announcement played at the beginning and end of *La Voz en breve*, a weekly Spanish language radio show, hosted by professional journalist, and La Voz magazine Managing Editor, Mariel Fiori.

*La Voz en breve* airs throughout the Hudson Valley, and beyond, on: WLHV 88.1FM, WBSL 91.7FM, WHDD 1020AM and WHDD 91.9FM (Robin Hood, the smallest NPR station in the nation) on Thursdays at 10pm; on WVKR 91.3FM on Mondays at 10pm and on Fridays at 7am; and on R-volución radio, online radio on tunein.com, on Fridays at 8am and on Saturdays at 2pm.

Your announcement will play at the beginning and end of the show 14 times per week. Your announcement will play 56 times per month.

The radio announcements are 25 seconds long, recorded by Mariel Fiori, priced at a $250 flat monthly rate --unless a 20% discount is applied through the purchase of advertising package A.
## ADVERTISING RATES 2019

All advertising is in full color.

<table>
<thead>
<tr>
<th>Size</th>
<th>1 month price</th>
<th>6 month (Price per month)</th>
<th>11 month (Price per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE, back cover</td>
<td>8.5” x 8.5”</td>
<td>$2,415.00</td>
<td>$2,280.00</td>
</tr>
<tr>
<td>FULL PAGE, inside cover</td>
<td>8.5” x 8.5”</td>
<td>$2,280.00</td>
<td>$2,155.00</td>
</tr>
<tr>
<td>FULL PAGE, any page</td>
<td>8.5” x 8.5”</td>
<td>$2,155.00</td>
<td>$2,035.00</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>8.5” x 4.25”</td>
<td>$1,155.00</td>
<td>$1,090.00</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>4.25” x 4.25”</td>
<td>$695.00</td>
<td>$625.00</td>
</tr>
<tr>
<td>1/8 PAGE (business card)</td>
<td>4.25” x 2.125”</td>
<td>$430.00</td>
<td>$360.00</td>
</tr>
</tbody>
</table>
FEBRUARY
• Reserve space by: January 10th
• Payment due on: January 17th
• Publication date: February 1st

MARCH: Latina Women
• Reserve space by: February 10th
• Payment due on: February 17th
• Publication date: March 2nd

APRIL: Short stories for Juan Rulfo & Spanish Spelling Bee
• Reserve space by: March 10th
• Payment due on: March 17th
• Publication date: April 1st

MAY: Multicultural Festival & Guatemalan Art
• Reserve space by: April 10th
• Payment due on: April 17th
• Publication date: May 1st

JUNE: Summer in the Valley
• Reserve space by: May 11th
• Payment due on: May 18th
• Publication date: June 1st

JULY: La Guelaguetza
• Reserve space by: June 10th
• Payment due on: June 17th
• Publication date: July 1st

AUGUST
• Reserve space by: July 10th
• Payment due on: July 17th
• Publication date: July 31st

SEPTEMBER: Hispanic Heritage
• Reserve space by: August 10th
• Payment due on: August 17th
• Publication date: September 1st

OCTOBER: Hispanic Heritage
• Reserve space by: September 10th
• Payment due on: September 17th
• Publication date: October 1st

NOVEMBER
• Reserve space by: October 9th
• Payment due on: October 16th
• Publication date: November 2nd

DECEMBER
• Reserve space by: November 10th
• Payment due on: November 17th
• Publication date: December 1st

Advertise your business today! adslavoz@gmail.com
Ask us about Sponsoring opportunities of cultural events with La Voz!
adslavoz@gmail.com