• Over 30,000 Spanish speaking readers of the print edition
• Monthly distribution: 500 points in delivery route in Dutchess, Orange, Ulster, Sullivan and Columbia Counties
• Original content with a local focus, and the mission to inspire and inform the Spanish speakers of the Hudson Valley and Catskill region since 2004
• Award winning, only Spanish print publication in five county area
• Electronic newsletter reaches over 8,900 local inboxes
• Strong social media: Facebook, Twitter, Instagram @lavozhudsonvalley
• Community involvement includes: co-organizer of the annual La Guelaguetza Mexican Festival, Kingston Multicultural Festival, Spanish Spelling Bee, UC Mano a Mano Coalition, and many more local collaborations. Member of Bringing Agencies Together for Orange, Sullivan, Dutchess and Ulster Counties, among others.

Advertise your business today! adslavoz@gmail.com
DUTCHESS
• Amenia: 12501
• Dover Plains: 12522
• Millbrook: 12545
• Millerton: 12546
• Pine Plains: 12567
• Poughkeepsie: 12542, 12590, 12601, 12602, 12603, 12604
• Red Hook: 12504, 12507, 12571
• Rhinebeck: 12572
• Rhinecliff: 12574
• Tivoli: 12583
• Wappingers Falls: 12590

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
• Ellenville: 12428
• Kingston: 12401, 12402
• New Paltz: 12561
• Saugerties: 12477
• Woodstock: 12498

COLUMBIA
• Hudson: 12534
• Valatie: 12184
Advertising includes:

All advertising in La Voz includes:

- Full color selected size advertisement in La Voz magazine (which is distributed monthly to 500 stops in 5 counties, with an estimated readership of 30,000);
- 1 weekly mention in La Voz Facebook, Twitter and Instagram pages
- 1 mention in monthly e-newsletter (sent to over 8,900 local emails)
- Discount on radio announcements. Please, see next page for more.
Radio announcements

• Played at the beginning and end of “La Voz en breve”, a weekly Spanish language radio show, hosted by professional journalists Mariel Fiori and Antonio Flores-Lobos.

• “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; on R-volucíon radio, online radio on tunein.com, on Fridays at 8am and on Saturdays at 2pm; and on Caliente NY, online radio on tunein.com, on Sundays at 10 and at 3pm.

• Your announcement will play at the beginning and end of the show 20 times per week. In total, your announcement will play 80 times per month.

• The radio announcements are 25 seconds long, and are priced at $200 per month if bought separately, or (after a discount) **$150 per month if bought with a print advertising package.**
## Advertising rates 2019

<table>
<thead>
<tr>
<th>All advertising is in full color</th>
<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>$2,100.00</td>
<td>$1,985.00</td>
<td>$1,875.00</td>
</tr>
<tr>
<td>FULL PAGE, inside cover</td>
<td>8.5” x 8.5”</td>
<td>$1,985.00</td>
<td>$1,875.00</td>
<td>$1,770.00</td>
</tr>
<tr>
<td>FULL PAGE, any page</td>
<td>8.5” x 8.5”</td>
<td>$1,875.00</td>
<td>$1,770.00</td>
<td>$1,650.00</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>8.5” x 4.25”</td>
<td>$1005.00</td>
<td>$950.00</td>
<td>$890.00</td>
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<tr>
<td>QUARTER PAGE</td>
<td>4.25” x 4.25”</td>
<td>$605.00</td>
<td>$545.00</td>
<td>$490.00</td>
</tr>
<tr>
<td>1/8 PAGE (business card)</td>
<td>4.25” x 2.125”</td>
<td>$375.00</td>
<td>$315.00</td>
<td>$250.00</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 11th
• Payment due on: February 18th
• Publication date: March 1st

APRIL: Spanish Spelling Bee
• Reserve space by: March 11th
• Payment due on: March 18th
• Publication date: April 1st

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

JUNE: Summer in the Valley
• Reserve space by: May 10th
• Payment due on: May 17th
• 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: August 1st

SEPTEMBER: Hispanic Heritage
• Reserve space by: August 9th
• Payment due on: August 17th
• Publication date: September 2nd

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

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

DECEMBER
• Reserve space by: November 11th
• Payment due on: November 18th
• Publication date: December 2nd

Advertise your business today!
adslavoz@gmail.com
Ask about La Quinceañera de La Voz! 2019 is the 15th anniversary of La Voz! adslavoz@gmail.com