

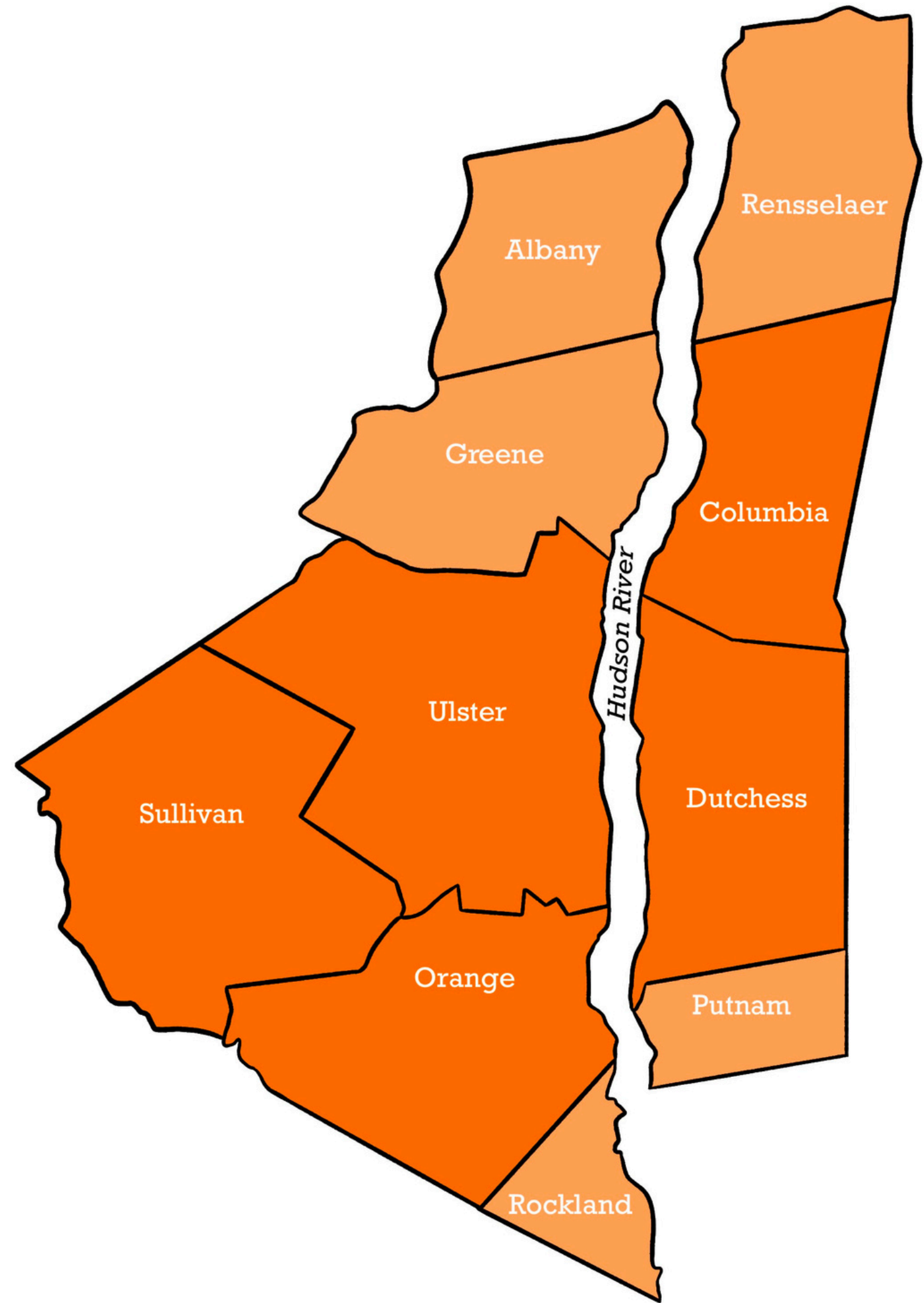


Media Kit 2025

Print + Radio + Web

+ Social Media + E-newsletter

adslavoz@gmail.com



ABOUT US

With compassion and love, La Voz serves one of the most underrepresented, undercounted, and misrepresented populations of our region, the Spanish speaking communities, who find in La Voz a source of inspiration and hope.

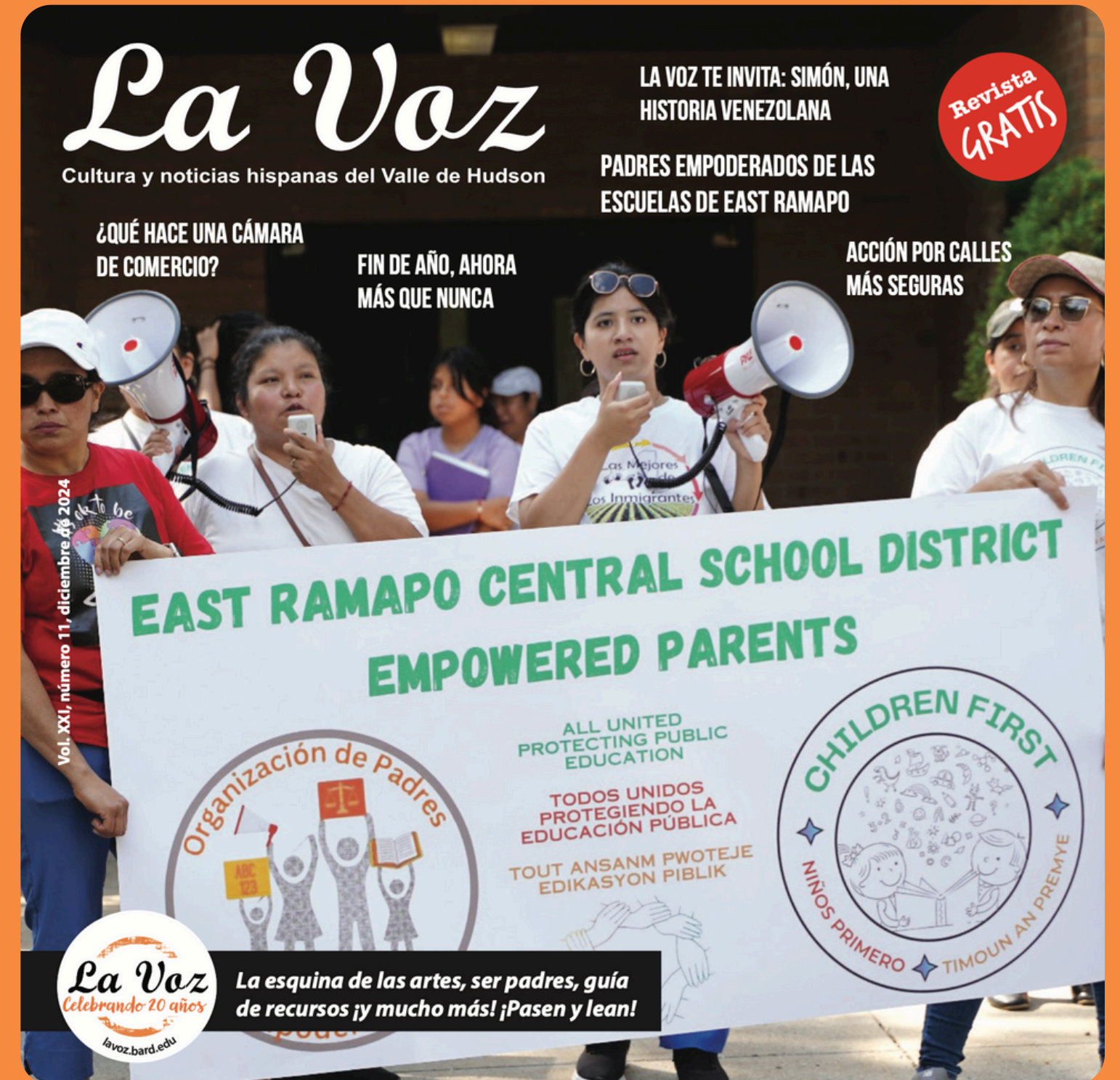
La Voz is a critical source of information as the only print Spanish-language magazine for the over 170,000 Latinos of Columbia, Dutchess, Greene, Orange, Putnam, Rockland, Sullivan, Albany, Rensselaer and Ulster counties. We Latinos are here to stay, and we need the tools to learn to navigate the local educational, health, business and political systems.

Based at Bard College, La Voz magazine is an independent publication that has been informing the Hispanic communities of the Hudson Valley since 2004. This free magazine is a highly respected award-winning local publication. We have a great responsibility to keep our readers well informed, to do media for the public good.



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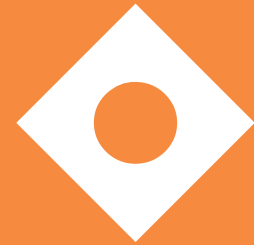
FACTS

Print



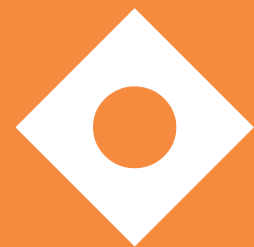
Readership

- Over 35,000 Spanish speaking readers of the print edition



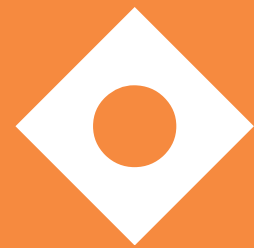
10 County Distribution

- 600+ points of delivery



Award Winning

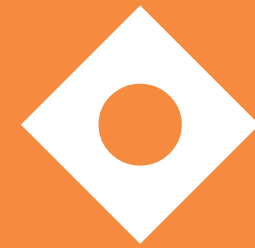
- The only print Spanish-language publication in the 10 county area



Original Content

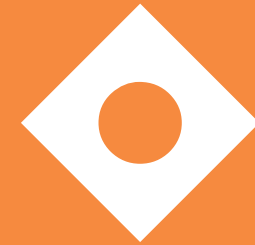
- Local focus; a mission to inspire and inform the Spanish speakers

Digital



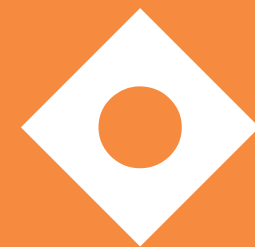
Website Traffic

- Nearly 100,000 Site Visitors per year



Social Media

- Over 5,000 Followers on IG and Facebook combined.



Wide-reach Newsletter

- 13,000+ local inboxes



Community Involvement

- La Guelaguetza; Healthy Black and Latino Coalitions; SALT, BAT, UC Mano a Mano, & More!

PRINT OPTIONS

Includes

- 2 ad insertions mention in Facebook page, 4 weekly mention on Instagram
- 1 ad insertion in monthly newsletter, 13k emails
- 20% Off on radio announcements.
- Spanish Translation
- Up to one hour of graphic designer work for your ad.

| Asset | Size | 1 month price | 6 month (Price per month) | 11 month (Price per month) |
|---------------------------------|----------------|---------------|---------------------------|----------------------------|
| FULL PAGE, back cover | 8.5" x 8.5" | \$ 3,050.00 | \$ 2,880.00 | \$ 2,700.00 |
| FULL PAGE, inside cover | 8.5" x 8.5" | \$2,885.00 | \$ 2,725.00 | \$ 2,550.00 |
| FULL PAGE, any page | 8.5" x 8.5" | \$ 2,725.00 | \$ 2,560.00 | \$ 2,390.00 |
| HALF PAGE | 8.5" x 4.25" | \$ 1,455.00 | \$ 1,370.00 | \$ 1,250.00 |
| QUARTER PAGE | 4.25" x 4.25" | \$ 875.00 | \$ 780.00 | \$ 700.00 |
| 1/8 PAGE (Business Card) | 4.25" x 2.125" | \$ 505.00 | \$ 405.00 | \$ 330.00 |

WEB OPTIONS

HOMEPAGE AD

**Only 2 available per month PLUS
+ 1 AD insertion in monthly e-
newsletter (sent to over 13,000+ local
emails).**

**+ 20% discount available if purchased
with a print package.**

\$840 per month

SIDEBAR AD

**Only 4 available per month PLUS
+ 1 AD insertion in monthly e-
newsletter (sent to over 13,000+ local
emails).**

**+20% discount available if purchased
with a print package.**

\$505 per month

Radio Options

La Voz en Breve airs throughout the
Hudson Valley and beyond

AM 1020 WHDD 91.9 FM, WBSL 91.7 FM, and WLHV 88.1FM, (Robin Hood radio, NPR)

Thursdays at 10 pm and Sundays at 6 am;

WJFF 90.5 FM Radio Catskill (NPR)

Mondays at 7 pm

WVCR 91.3FM (Vassar Radio)

Thursdays to Sundays at 6am, and Wednesdays at 10 am.

LaSuperLatinaFM (lasuperlatinafmradio.com)

Saturdays at 4pm

Your announcement plays twice per show of **La Voz en Breve**, a weekly Spanish language radio show, hosted by professional journalist and La Voz magazine Co-founder and Managing Editor, Mariel Fiori. Includes logo in newsletter.



\$505 per month*
128 ad runs per month
25 second ad

*20% Discount available if purchased with a print package

Recent Sponsors

Ulster Savings



SUNY Ulster
Start Here. Go Far.

**Bard
CCE**

**NEW
YORK
LIFE**

RUPCO



MVP
HEALTH CARE



**RONDOUT
SAVINGS BANK**
always working for you and our community

Hudson Valley
Hospice

**walden
SAVINGS
bank**

Hudson Valley
CREDIT UNION

THE **ART** EFFECT

**CATHOLIC
CHARITIES**
ORANGE • SULLIVAN • ULSTER
Providing Help. Creating Hope.

RCLS | RAMAPO
CATSKILL
LIBRARY
SYSTEM

MID-HUDSON LIBRARY SYSTEM
Serving the communities of Columbia, Dutchess, Greene, Putnam and Ulster counties

People. Power. Possibilities.
Central Hudson
A FORTIS COMPANY

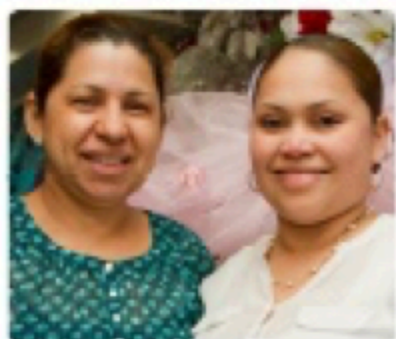
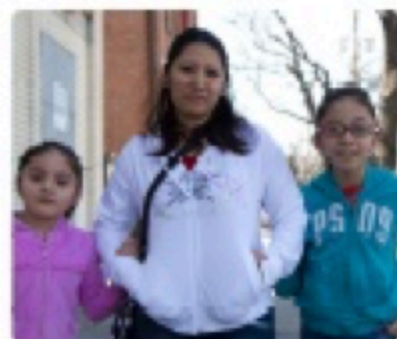
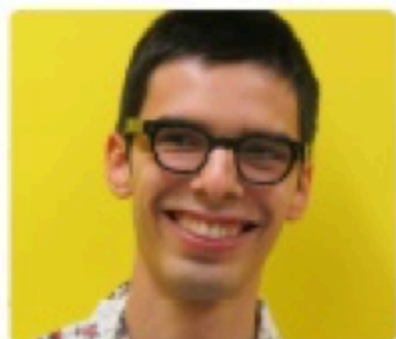
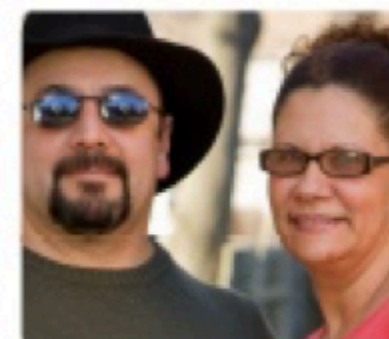
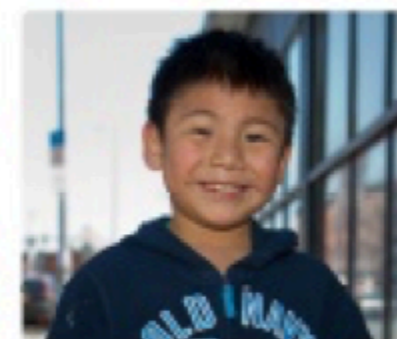
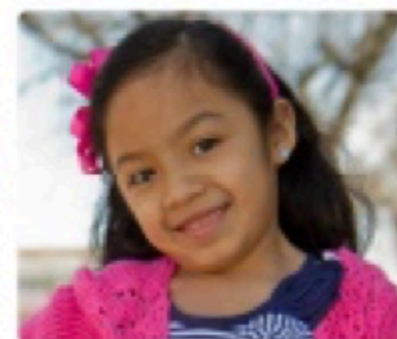
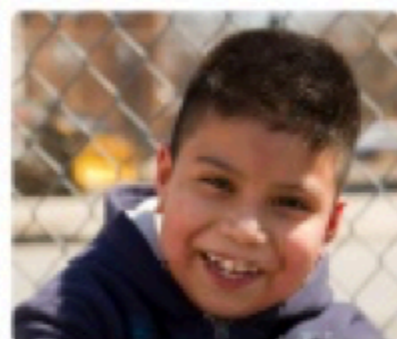
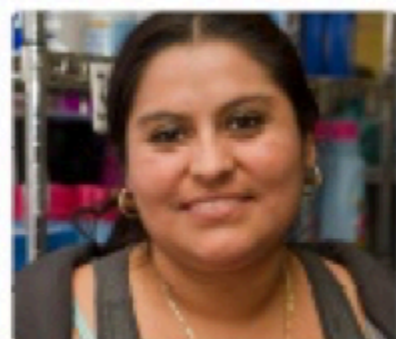
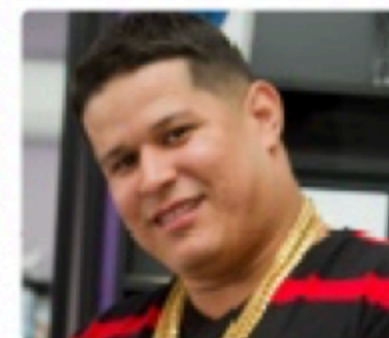
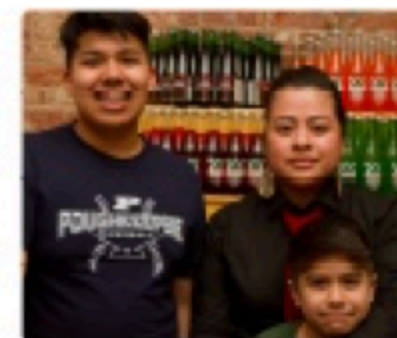
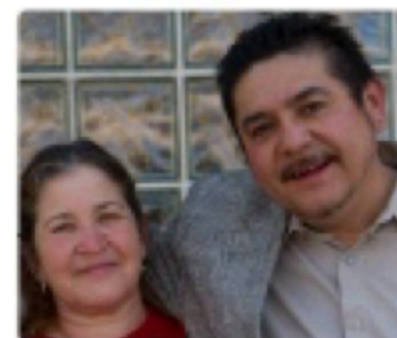
**UPPER HUDSON
LIBRARY SYSTEM**
Together. For Better Libraries.

**HUDSON VALLEY
current**

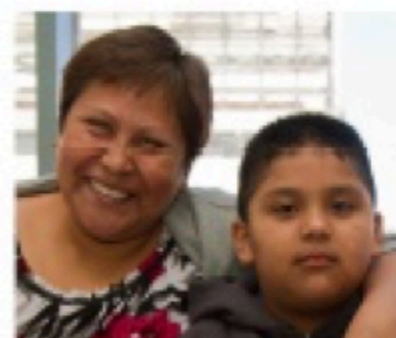
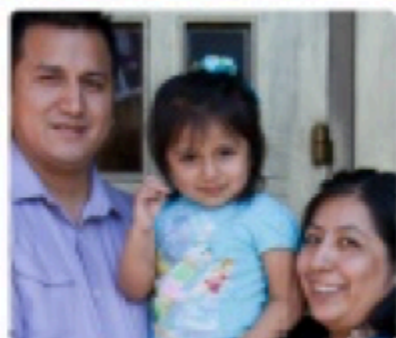
Is your logo missing?
Email us:
adslavoz@gmail.com

La Voz *magazine*

Cultura y noticias hispanas del Valle de Hudson



Fotocreditos: Felipe Santos.



Ask us about Sponsoring Opportunities for La Voz's Annual Fundraiser!

adslavoz@gmail.com

AD SPECS

Print Specs

- 300 DPI, Full color.
- FULL PAGE: 8.5,, x 8.5,, (square)
- HALF PAGE: 8.5,, x 4.25,, (vertical or horizontal)
- QUARTER PAGE: 4.25,, x 4.25,, (square)
- EIGHTH PAGE (business card): 4.25,, x 2.125,,
- Translation into Spanish available at no extra cost
- Send ad copy by the 17th of the previous month to secure insertion
- For E-Newsletter: please submit your digital ads in a square format (250 x 250 px).

Web + Digital Specs

- Horizontal Homepage Banner ad:
- 120 x 450 px
- Vertical sidebar ad: 450 x 120 px.
- All Social Media ads are in square format: 250 x 250 px

Radio Specs

- 25,, announcement or script. Max 80 words.
- All Radio scripts should follow underwriting guidelines which can be found.

DISTRIBUTION ZIPCODES

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
- Beacon 12508
- Dover Plains 12594
- Fishkill 12524
- Hopewell Junction 12533
- Hyde Park Free 12538
- Millbrook 12545
- Millerton 12546
- Pawling 12564
- Pine Plains 12567
- Pleasant Valley 12569
- Poughkeepsie 12601, 12603
- Red Hook 12571
- Rhinebeck 12572
- Rhinecliff 12574
- Staatsburg 12580
- Stanford 12581
- Tivoli 12583
- Wappingers Falls 12590

Orange

- Chester 10918
- Cornwall 12518
- Greenwood Lake 10925
- Goshen 10924
- Highland Falls 10928
- Highland Mills 10930
- Middletown 10940, 10941
- Monroe 10950
- Montgomery 12549
- Newburgh 12550, 12551, 12552, 12555
- New Windsor 10992 12553 12575 12577 12584
- Pine Bush 12566
- Port Jervis 12771
- Tuxedo Park 10987
- Walden 12586
- Warwick 10990
- Washingtonville 10992
- Woodbury 10917

Sullivan

- Callicoon 12723
- Eldred 12732
- Grahamsville 12740
- Jeffersonville 12748
- Monticello 12701
- Fallsburgh 12733, 12779
- Jeffersonville 12748
- Liberty 12734
- Livingston Manor 12758
- Narrowsburg 12764
- Roscoe 12776
- Wurtsboro 12790

Ulster

- Clintondale 12515
- Cragsmoor 12734
- Ellenville 12428, 12701
- Gardiner 12550
- Highland 12528
- Hurley 12443
- Kingston 12401, 12402
- Marlboro 12542
- Milton 12547
- Modena/Plattekill 12548
- New Paltz 12561
- Pheonicia 12464
- Pine Hill 12465
- Port Ewen 12466
- Rosendale 12472
- Saugerties 12477
- Stone Ridge 12484
- Town of Ulster 12401
- Wallkill 12428
- West Hurley 12491
- West Shokan 12494
- Woodstock 1249

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 Albany, Greene, Putnam, Rensselaer and Rockland Counties are Public Libraries exclusively.

DISTRIBUTION ZIPCODES

Albany

- Albany 12202, 12204, 12208, 12209, 12210
- Berlin 12022
- Cohoes 12047
- Delmar 12054
- Guilderland 12084
- Loudonville (Colonie)12211
- Menands 12204
- Ravena 12143

Greene

- Athens 12015
- Cairo 12413
- Catskill 12414
- Coxsackie 12051
- 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

Rensselaer

- Averill Park 12018
- Berne 12023
- Castleton 12033
- East Greenbush 12061
- Grafton 12082
- Hoosick Falls 12090
- Nassau 12123
- Petersburg 12138
- Poestenkill 12140
- Rensselaer 12144
- Rensselaerville 12147
- Troy 12180
- Wynantskill 12198

Rockland

- Blauvelt 10913
- Garnerville 10923
- Nanuet 10954
- New City 10956
- Nyack 10960
- Orangeburg 10962
- Palisades 10964
- Pearl River 10965
- Piermont 10968
- Sloatsburg 10974
- Spring Valley 10977
- Stony Point 10980
- Suffern 10901
- Tappan 10983
- Tomkins Cove 10986
- Valley Cottage 10989
- West Nyack 10994

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