La Voz
lavoz.bard.edu

MEDIA KIT
2023
Print + Radio + Web + Social Media + E-newsletter

adslavoz@gmail.com
MAGAZINE FACTS

Over 35,000 Spanish speaking readers of the print edition

Monthly distribution: 600 points on delivery routes in Albany, Columbia, Dutchess, Greene, Orange, Putnam, Sullivan, Rensselaer, Rockland, & 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 TEN county area

Electronic newsletter reaches over 11,200 local inboxes

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

95,000+ visitors to website per year

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

Advertise your business today!
adslavoz@gmail.com
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.

<table>
<thead>
<tr>
<th>COLUMBIA</th>
<th>DUTCHESS</th>
<th>ORANGE</th>
<th>SULLIVAN</th>
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<td>Washingtonville 10992</td>
<td>Town of Ulster 12401</td>
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<td>Wappingers Falls 12590</td>
<td>Woodbury 10917</td>
<td>Walkill 12428</td>
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Drop off locations in **Albany, Greene, Putnam, Rensselaer and Rockland** Counties are Public Libraries exclusively.
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 at 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 8 counties, with an estimated readership of 35,000). 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 11,200 local emails)
- 20% Discount on Web and/or 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 11,200 local emails), $775 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 11,200 local emails), $470 per month

C. Radio Only includes:

- 25” announcement at the beginning and end of La Voz en breve Radio show, 192 times per month. $470 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: AM 1020 WHDD, 91.9 FM, WBSL 91.7 FM, and WLHV 88.1 FM, (Robin Hood, the smallest NPR station in the nation) on Thursdays at 10 pm and Sundays at 6 am; WJFF 90.5 FM Radio Catskill on Mondays at 7 pm; WVKR 91.3 FM, Thursdays to Sundays at 6am, and Wednesdays at 10 am; and, on Revolución Radio online on TuneIn Monday thru Friday at 4 pm.

Your announcement will play at the beginning and end of the show 48 times per week. Your announcement will play 192 times per month.

The radio announcements are 25 seconds long, recorded by Mariel Fiori or Nohan Meza, priced at a $470 flat monthly rate --unless a 20% discount is applied through the purchase of advertising package A.
# Advertising Rates 2023

<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>
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<tbody>
<tr>
<td><strong>FULL PAGE, back cover</strong></td>
<td>8.5&quot; x 8.5&quot;</td>
<td>$2,795.00</td>
<td>$2,640.00</td>
<td>$2,490.00</td>
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<td><strong>FULL PAGE, inside cover</strong></td>
<td>8.5&quot; x 8.5&quot;</td>
<td>$2,645.00</td>
<td>$2,495.00</td>
<td>$2,350.00</td>
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<tr>
<td><strong>FULL PAGE, any page</strong></td>
<td>8.5&quot; x 8.5&quot;</td>
<td>$2,495.00</td>
<td>$2,362.00</td>
<td>$2,195.00</td>
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<tr>
<td><strong>HALF PAGE</strong></td>
<td>8.5&quot; x 4.25&quot;</td>
<td>$1,335.00</td>
<td>$1,262.00</td>
<td>$1,1145.00</td>
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<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>4.25&quot; x 4.25&quot;</td>
<td>$804.00</td>
<td>$718.00</td>
<td>$645.00</td>
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<tr>
<td><strong>1/8 PAGE (business card), special for small businesses</strong></td>
<td>4.25&quot; x 2.125&quot;</td>
<td>$465.00</td>
<td>$375.00</td>
<td>$295.00</td>
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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 1st

APRIL: Earth Day
• Reserve space by: March 10th
• Payment due on: March 17th
• Publication date: March 31st

MAY
• 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 9th
• Payment due on: June 16th
• Publication date: June 30th

AUGUST: Education
• Reserve space by: July 10th
• Payment due on: July 17th
• Publication date: August 1st

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

OCTOBER: Hispanic Heritage
• Reserve space by: September 11th
• Payment due on: September 18th
• Publication date: October 2nd

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

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

Advertise your business today!
adslavoz@gmail.com
SOME OF OUR RECENT ADVERTISERS

Ulster Savings

MVP Health Care

RUPCO

The Institute for Family Health

City of Newburgh, New York

Upper Hudson Library System
Together. For Better Libraries.

SUNY Ulster
Start Here. Go Far.

Alzheimer's Association

Central Hudson
A Fortis Company

Hudson Valley Credit Union

Rondout Savings Bank

MHLS

Hudson Valley Hospice

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

Hudson Valley Current

M&T Bank

Walden Savings Bank

RCLS Ramapo Catskill Library System
Ask us about Sponsoring Opportunities of Cultural Events with La Voz!
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