



MEDIA KIT 2024

Print + Radio + Web +
Social Media + E-newsletter

adslavoz@gmail.com

TABLE OF CONTENTS

- [Magazine Facts](#) 3
- [Packages Overview](#) 4
- [Print Packages](#) 5
- [Digital/Web Packages](#) 6
- [Radio Opportunity](#) 7
- [Ad Specs](#) 8
- [Distribution Zip Codes](#) 9-10
- [Our Advertisers](#) 12



MAGAZINE FACTS

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

Monthly distribution: **600 points** on delivery
10 counties: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Sullivan, Rensselaer, Rockland, & Ulster.

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 10 county area

Electronic newsletter reaches over **11,500** local inboxes

Strong social media: Facebook & Instagram
@lavozhudsonvalley

95,000+ visitors to our website per year

Involved in the Community:
La Guelaguetza Mexican Festival;
Healthy Black and Latino Coalitions; SALT, BAT, UC Mano a Mano, and many more!

Advertise your business today!

adslavoz@gmail.com



ADVERTISING PACKAGES

A. Print Advertising + Digital Package includes:

- **Full color** selected size print advertisement in [La Voz](#) magazine distributed monthly to 600 stops in 10 counties, with an estimated readership of 35,000.
- 2 monthly ad insertions on La Voz's [Facebook](#), and [Instagram](#) pages, and logo with La Voz monthly stories on all social media platforms (about 20 x per month).
- Ad in e-Newsletter, sent to 11,500+ email addresses.
- **20% OFF on Web and/or Radio with any size 11 month print advertising contract**

[See print rates page for prices and sizes.](#)

B. Web + Digital Only includes:

- **Homepage and Sidebar options**
- 1 monthly ad insertion on La Voz's [Facebook](#) and [Instagram](#) pages, and logo with La Voz monthly stories on all social media platforms (about 10 x per month).
- Ad in e-Newsletter, sent to 11,500+ email addresses

[See Web and Digital rates and options.](#)

C. Radio Only includes:

- 25" announcement at the beginning and end of *La Voz en breve* Radio show, **64 times per month**. Show runs 8 times per week and is available on our webpage.
- Logo in e-Newsletter, sent to 11,500+ email addresses

[See Radio rates](#)



PRINT ADVERTISING RATES

All advertising is in full color	Size	1 month price	6 month (Price per month)	11 month (Price per month)
FULL PAGE, back cover	8.5" x 8.5"	\$2,935.00	\$2,772.00	\$2,600.00
FULL PAGE, inside cover	8.5" x 8.5"	\$2,775.00	\$2,620.00	\$2,455.00
FULL PAGE, any page	8.5" x 8.5"	\$2,620.00	\$2,465.00	\$2,300.00
HALF PAGE	8.5" x 4.25"	\$1,400.00	\$1,320.00	\$1,200.00
QUARTER PAGE	4.25" x 4.25"	\$843.00	\$753.00	\$673.00
1/8 PAGE (business card), special for small businesses	4.25" x 2.125"	\$490.00	\$390.00	\$320.00

Print Advertising + Digital Package includes:

- Full color selected size print advertisement in [La Voz magazine](#) (distributed monthly to 600 stops in 10 counties, with an estimated readership of 35,000).
- 2 ads per month on La Voz's [Facebook](#), and [Instagram](#) pages, and 20 logo mentions in our original content on social media.
- 1 ad insertion in monthly [e-newsletter](#) (sent to over 11,500 local emails).
- **20% Discount on Web and/or Radio** with any 11 month print advertising contract.



WEB OPTIONS



Web + Digital:

OPTION 1: Homepage Ad, only 2 available per month:

- 2 monthly ads on La Voz's [Facebook](#) and [Instagram](#) pages.
- 1 mention in monthly [e-newsletter](#) (sent to over 11,500 local emails).
- **\$810 per month** --20% off if purchased with a print contract.

OPTION 2: Sidebar Ad in articles page, only 4 available per month:

- 2 monthly ad on La Voz's [Facebook](#) and [Instagram](#) pages as well as 20 logo mentions in our original content on social media.
- 1 mention in monthly [e-newsletter](#) (sent to over 11,200 local emails)
- **\$490 per month** --20% off if purchased with a print contract.



RADIO OPPORTUNITY



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:
AM 1020 WHDD 91.9 FM, WBSL 91.7 FM, and WLHV 88.1 FM, (Robin Hood radio, NPR) on Thursdays at 10 pm and Sundays at 6 am;
WJFF 90.5 FM Radio Catskill (NPR) on Mondays at 7 pm
WVKR 91.3 FM, Thursdays to Sundays at 6am, and Wednesdays at 10 am.

Your announcement will play twice per show, **28 times per week**.
Your announcement will play **112 times per month**.

The radio announcements are 25 seconds long, recorded by Mariel Fiori or Nohan Meza, priced at a **\$490 flat monthly rate**.
20% discount available through the purchase of a print package.
Includes logo in e-Newsletter.

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

[See PRINT RATE CARD.](#)

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 [Here with samples.](#)



PRINT EDITION DISTRIBUTION ZIP CODES

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

PRINT EDITION DISTRIBUTION ZIP CODES

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

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.

PUBLICATION DATES 2024

FEBRUARY

- Reserve space by: January 10th
- Payment due on: January 17th
- Publication date: February 1st

MARCH: Latina Women

- Reserve space by: February 9th
- Payment due on: February 16th
- Publication date: March 1st

APRIL: Earth Day

- Reserve space by: March 11th
- Payment due on: March 18th
- Publication date: March 31st

MAY

- Reserve space by: April 10th
- Payment due on: April 17th
- Publication date: May 1st

JUNE: La Voz 20th anniversary celebration

- 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: 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 9th
- Payment due on: August 16th
- Publication date: September 1st

OCTOBER: Hispanic Heritage

- Reserve space by: September 10th
- Payment due on: September 17th
- Publication date: October 2nd

NOVEMBER: Family

- Reserve space by: October 11th
- Payment due on: October 18th
- 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

SUNY Ulster
Start Here. Go Far.



RONDOUT
SAVINGS BANK
always working for you and our community

Bard
CCE

NEW
YORK
LIFE

RUPCO

Hudson Valley[®]
CREDIT UNION

THE ARTEFFECT

Hudson Valley
Hospice

walden
SAVINGS bank

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

People. Power. Possibilities.
Central Hudson
A FORTIS COMPANY

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

RCLS
RAMAPO
CATSKILL
LIBRARY
SYSTEM

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 20th anniversary celebration!

adslavoz@gmail.com