MEDIA KIT 2022

Magazine Facts – Print Distribution Zip Codes – Advertising Packages – Print, Radio, Web and Digital Opportunities – Advertising Rates 2022 – Publication Dates

adslavoz@gmail.com
## MAGAZINE FACTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 35,000 Spanish speaking readers of the print edition</td>
<td></td>
</tr>
<tr>
<td>Monthly distribution: 550 points on delivery routes in Columbia, Dutchess, Greene, Orange, Putnam, Sullivan, Rockland and Ulster Counties</td>
<td></td>
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<tr>
<td>Original content with a local focus; a mission to inspire and inform the Spanish speakers of the Hudson Valley and Catskill region since 2004</td>
<td></td>
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<tr>
<td>Award winning; the only Spanish print publication in the eight county area</td>
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<tr>
<td>Electronic newsletter reaches over 11,600 local inboxes</td>
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<tr>
<td>Strong social media: Facebook &amp; Instagram @lavozhudsonvalley, Twitter @LaVozHudsonV</td>
<td></td>
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<tr>
<td>60,000+ visitors to website per year</td>
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<tr>
<td>Involved in the Community La Guelaguetza Mexican Festival; Kingston Multicultural Festival; UC Mano a Mano Coalition, and many more!</td>
<td></td>
</tr>
</tbody>
</table>

Advertise your business today!  
adslavoz@gmail.com
## DISTRIBUTION ZIP CODES

### COLUMBIA
- Canaan 12060
- Chatham 12037
- 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 12594
- Beacon 12508
- Blodgett 12524
- Clinton 12572
- East Fishkill 12533
- Fishkill 12524
- Hopewell Junction 12533
- Howland 12508
- Hyde Park 12538
- LaGrange 12603
- 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

### 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
- Phoenicia 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

### 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

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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, Putnam and Rockland** Counties are Public Libraries exclusively.
# DISTRIBUTION ZIP CODES

<table>
<thead>
<tr>
<th>ROCKLAND</th>
<th>SULLIVAN</th>
<th>GREENE</th>
<th>PUTNAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blauvelt 10913</td>
<td>Callicoon 12723</td>
<td>Athens 12015</td>
<td>Brewster 10509</td>
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<tr>
<td>Garnerville 10923</td>
<td>Eldred 12732</td>
<td>Cairo 12413</td>
<td>Cold Spring 10516</td>
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<tr>
<td>Nanuet 10954</td>
<td>Grahamsville 12740</td>
<td>Catskill 12414</td>
<td>Carmel 10512</td>
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<tr>
<td>New City 10956</td>
<td>Jeffersonville 12748</td>
<td>Coxsackie 12051</td>
<td>Garrison 10524</td>
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<tr>
<td>Nyack 10960</td>
<td>Monticello 12701</td>
<td>Greenville 12083</td>
<td>Kent Lakes 10512</td>
</tr>
<tr>
<td>Orangeburg 10962</td>
<td>Fallsburgh 12733, 12779</td>
<td>Hunter 12442</td>
<td>Mahopac 10541</td>
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<tr>
<td>Palisades 10964</td>
<td>Jeffersonville 12748</td>
<td>Palenville 12463</td>
<td>Patterson 12563</td>
</tr>
<tr>
<td>Pearl River 10965</td>
<td>Liberty 12734</td>
<td>Tannersville 12485</td>
<td>Putnam Valley 10579</td>
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<tr>
<td>Piermont 10968</td>
<td>Livingston Manor 12758</td>
<td>Windham 12496</td>
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<tr>
<td>Sloatsburg 10974</td>
<td>Narrowsburg 12764</td>
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<td>Spring Valley 10977</td>
<td>Roscoe 12776</td>
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<tr>
<td>Stony Point 10980</td>
<td>Wurtsboro 12790</td>
<td></td>
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<tr>
<td>Suffern 10901</td>
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<tr>
<td>Tappan 10983</td>
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<td></td>
<td></td>
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<tr>
<td>Tomkins Cove 10986</td>
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<td></td>
<td></td>
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<tr>
<td>Valley Cottage 10989</td>
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<td></td>
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<tr>
<td>West Nyack 10994</td>
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</tbody>
</table>

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, Putnam and Rockland 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 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 11,600 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 11,600 local emails), $740 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 11,600 local emails), $450 per month

C. Radio Only includes:

- 25” announcement at the beginning and end of La Voz en breve Radio show, 104 times per month. $450 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 Thursday through Sunday at 6 AM; and Revolución Radio online on TuneIn, Monday through Friday at 4 pm.

Your announcement will play at the beginning and end of the show 26 times per week. Your announcement will play 104 times per month.

The radio announcements are 25 seconds long, recorded by Mariel Fiori, priced at a $450 flat monthly rate – unless a 20% discount is applied through the purchase of advertising package A.
# ADVERTISING RATES 2022

<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>$2,660.00</td>
<td>$2,515.00</td>
<td>$2,373.00</td>
</tr>
<tr>
<td>FULL PAGE, inside cover</td>
<td>8.5” x 8.5”</td>
<td>$2,515.00</td>
<td>$2,373.00</td>
<td>$2,240.00</td>
</tr>
<tr>
<td>FULL PAGE, any page</td>
<td>8.5” x 8.5”</td>
<td>$2,373.00</td>
<td>$2,241.00</td>
<td>$2,088.00</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>8.5” x 4.25”</td>
<td>$1,270.00</td>
<td>$1,202.00</td>
<td>$1,092.00</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>4.25” x 4.25”</td>
<td>$766.00</td>
<td>$685.00</td>
<td>$615.00</td>
</tr>
<tr>
<td>1/8 PAGE (business card)</td>
<td>4.25” x 2.125”</td>
<td>$450.00</td>
<td>$380.00</td>
<td>$295.00</td>
</tr>
</tbody>
</table>
Advertise your business today!
adslavoz@gmail.com
SOME OF OUR RECENT ADVERTISERS

Ulster Savings
MVP Health Care
Walden Savings Bank
Hudson Valley Hospice
Central Hudson & Forts Company
Rondout Savings Bank
SUNY Ulster
M&T Bank
City of Newburgh, New York
United States Census 2020
Hudson Valley Current
MHLS
Alzheimer's Association
Nuvance Health

Is your logo missing?
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Ask us about Sponsoring Opportunities of Cultural Events with La Voz! adslavoz@gmail.com