



La Comunidad News

Leader of Wisconsin Latino News

www.wisclatinonews.com

• Madison, Wisconsin • Fundado en 1989

Hispanic consumers are leading growth engine for next 20 to 30 years

Year-over-year growth (2013 to present):

- 96% for Ford and Chevrolet combined
- 33% for Nissan (Nissan has 26.2% share in Mexico, recently moved from 3rd to 2nd place overall for Hispanics in the US)
- 35% for Toyota
- 100% for Honda
- 68% for Hyundai/Kia



Call la Comunidad news 16082371557 to place your classified employment ad today!

Why engage with La Comunidad News?

We are a direct link to Latino community, culture, events, and the area's stores, services providers, and employers!

We are the news and voice of one of the largest Latino communities in the state.

- Dane County accounts for 9% of Latino population of Wisconsin
- 12% of children under age 5 in Dane County are Latinos
- Approximately 15% of Madison's area population are Latinos

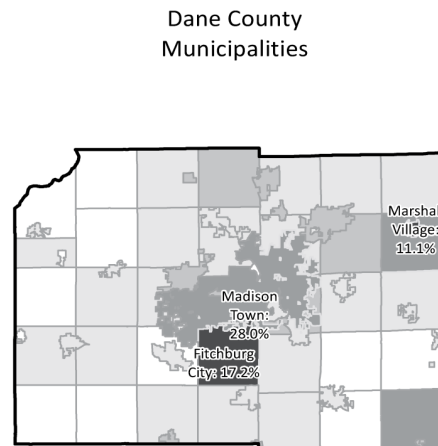
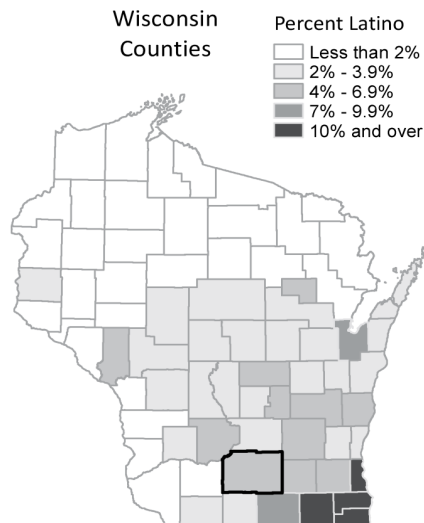
Our Reach:

- 40,000 readers (and growing!)
- More than 400 distribution points
- Wisconsin Public Library System

Advantages:

- An entirely new reader demographic will see your ad
- Affordable and effective advertising that requires no extra costs for creative material
- The ability to choose what you want based on your budget!
- Support a healthy, growing community

Chart 2. Percent Latino, 2010 Census



5.9% of Dane County's population identified as Latino



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- 15% retail sales growth in Hispanic segment comparing to 5.9% overall Toyota (top selling brand for last 10 years), Nissan, and Honda are most popular among Hispanics- One out every four Corollas, one out of five Lexus IS

Many Hispanics need -- or prefer -- to speak Spanish. Many have no connection to the long-established advertising channels that dominate U.S. automotive marketing, such as network TV.

Many perceive themselves as Hispanic or Latino even after several generations of U.S. heritage, and they **look for products and services that specifically address their Hispanic identity.**

Different personal approach to hispanic community is needed Spanish language might be preferred (La Comunidad can provide lessons for you).

Salesman need to figure out who is making the decision about buying a car (it's not necessarily a man, and the person-in-charge will feel disrespected) \$1 billion spent in advertising for Spanish-language media in 2014 comparing to \$497 million in 2010

1. Among Hispanic buyers, the Chevrolet Silverado outsells America's biggest-selling pickup, the Ford F series. A coincidence that "Silverado" sounds like a Spanish name?

2. The average age of Hispanics today is 30, compared with 42 for non-Hispanic Americans. That translates to 12 potential years of additional car-buying life for the average Hispanic.

3. Last year, 21% of Hispanic vehicle purchases were for a "first vehicle." For the U.S. as a whole, the figure was just 5%. Interpretation: Brands get more chances to make first impressions, but dealers must woo uncommitted new buyers.

4. The perception of Hispanic consumers seeking entry-level vehicles is becoming out of date. Last year, 24% of Hispanic U.S. households earned more than \$75,000, up from 14% in 2000. Lexus and Audi have stepped up Spanish-language marketing.

5. Ford comes close to matching Toyota in Hispanic-shopper interest levels but loses out in the end. During the final 12 months before making a new purchase, 15.4% of Hispanic intenders last year said they were considering Ford, just slightly under Toyota's 16.1%. But in the fourth quarter of last year, Ford ended up with an 8.2% share of the Hispanic market compared with 16.9% for Toyota.

Sources: Univision, GfK Custom Research, IHS Automotive's Polk market data unit



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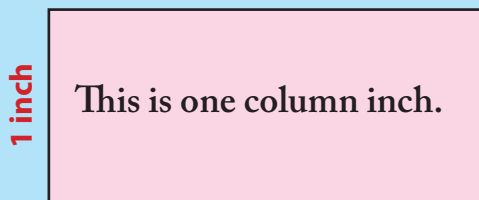
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- LCN is a tabloid-sized newspaper**
- 10.5 inches wide by 12 inches depth.
 - Printing area dimensions are: 9.62 inches wide by 11 inches depth.
 - Printing area is divided into 4 columns.

Classifieds ads

- We sale ad space by column inch.



2.3 inches

Advertise Online With Us!

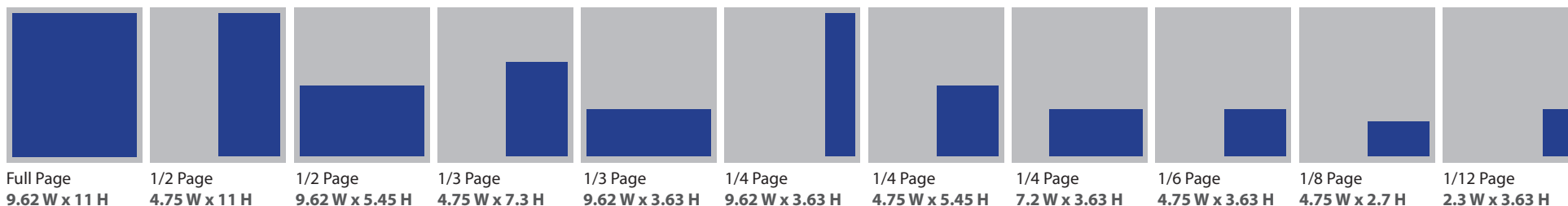
- We sell online ad space on a monthly basis.
- A tile ad is 300x500 pixels and is \$150 per month
- A banner ad is 728x90 pixels and is \$300 per month

- Special rates for non profit organizations (501(c)(3))
- Inserts-Flyers_Leaflets

Display ads have a fixed rate.

The screenshot shows the website interface for La Comunidad News. At the top, there is a logo and the text 'La Comunidad News LEADER OF WISCONSIN LATINO NEWS' with the date '8 June 2017'. Below this is a navigation menu with links: INICIO, WISCONSIN, ENTRETENIMIENTO, EDITORIAL, SALUD PÚBLICA, OPINIÓN, PAÍS/MUNDO, EMPLEOS. The main content area features a large image of the Wisconsin State Capitol building. Below the image is a headline: 'La Comunidad News Unveils Great New Advertising Rates: Advertisers in the community are going wild over La Comunidad's online advertising rates...'. To the right of the main content, there is an 'ADVERTISING' section with a 'Tile' ad box (300px x 500px) and a 'Banner' ad box (728px x 90px). At the bottom right, there is a 'LATEST VIDEOS' section.

La Comunidad News biweekly: Print advertising Rates



Space	Orientation	Size in inches, Width x Depth	1X	8X	16X	26X
Center Spread (2 full pages)	Horizontal	20 W x 11 H	\$2700	\$2560	\$2290	\$2025
Full Page (back cover)	Vertical	9.62 W x 11 H	\$1750	\$1660	\$1480	\$1300
Full Page	Vertical	9.62 W x 11 H	\$1450	\$1380	\$1230	\$1100
1/2 Page	Vertical Horizontal	4.75 W x 11 H 9.62 W x 5.45 H	\$735	\$690	\$620	\$550
1/3 Page	Vertical Horizontal	4.75 W x 7.3 H 9.62 W x 3.63 H	\$490	\$460	\$410	\$370
1/4 Page	Vertical Horizontal Square	2.3 W x 11 H 7.2 W x 3.63 H 4.75 W x 5.45 H	\$375	\$350	\$320	\$280
1/6 Page	Horizontal	4.75 W x 3.63 H	\$250	\$235	\$210	\$190
1/8 Page	Horizontal	4.75 W x 2.7 H	\$190	\$175	\$160	\$140
1/12 Page	Vertical	2.3 W x 3.63 H	\$130	\$120	\$110	\$95



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- * **Le encontramos el carro de sus sueños!**



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