

MEDIA KIT 2011

5936 Monroe Road, Charlotte, NC 28212
Phone: 704-568-6966 • Fax: 704-568-8936
www.lanoticia.com



The vehicle to reach Latino consumers and their \$3.1 billion in buying power.

Why would you want to advertise in La Noticia

- You will get results. With your ad in La Noticia, your phone will start ringing and your business will grow.
- You will receive excellent customer service.
- You will get ads that are creative in design and with a powerful message. Your ad will sell.
- You don't have to worry about translation or design, we take care of that and the ad is approved by you before we run it.
- We will always try to make our deals a win-win.
- La Noticia is the most widely read Spanish-language newspaper in the Carolinas. If you have an interest in attracting Latino consumers, you want to run your ad in La Noticia.

Render household income

Region \$49,450* per year

Mecklenburg \$52,152* per year

*According to: Economic Research and Analysis
Division UNC Charlotte Urban Institute

Why readers prefer La Noticia

- We provide them with locally produced news that they will not find on television or the Internet.
- We provide them with information that would help them adapt to their new home.
- We are accessible to our readers, through more than 1,000 distribution points.
- Well written, we use basic Spanish - no slangs, to make sure people from different socioeconomic backgrounds, as well as from different Latin American countries, understand us.
- Family oriented, parents can bring La Noticia to their homes. We don't accept sexual ads, palm readers, scams, or anything that would be offensive to our readers.
- We offer a little bit for every member of the family: The father, the mother, the teenager, the child.
- At the community-at-large, we act as advocates for Latinos and our readers appreciate that.

Profile of the Latino community

While no one group's traits can be typecast, it could still be representative to say that Latinos:

- Are affectionate and loyal
- Are family-oriented and religious
- Have a strong work ethic
- Put a high value on relationships
- Consider personal experiences and the opinions of friends and family members in their decision making process
- Speak English with an accent, as it is their second language

Latino Buying Power in Charlotte - NC growth

Their 2006 buying power in Charlotte was \$2.3 billion, 17 times the \$135 million it was in 1990. In 2006, Latino consumers controlled 4.9 percent of the area's total buying power, up from 0.8 percent in 1990. By 2011, Charlotte Latino buying power is expected to almost double to \$4.4 billion.

How to keep Latino customers

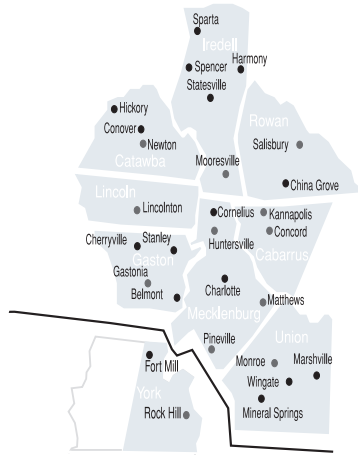
- Treat them with the same courtesy and kindness as any other customer
- If they ask you to repeat something, do not raise your voice. Just speak naturally and clearly.
- Always speak with good English. Never speak "Tarzan" style: "Me stand - you sit." That will be offensive.
- Be sensitive to the fact that English is their second language. When in doubt, smile. That will go a long way in your relationship.
- When dealing with figures, show them the amount if you can. It will be easier for them to understand.
- Do not assume that because they speak with an accent they don't have an education.
- Learn a few words in Spanish that will help you break the ice and show that you care about them.

circulation

• **Circulation 22,000**

• **Average readers per copy 4.2**

• **Total readers weekly 92,400**

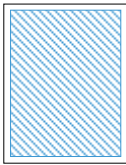


SERVING
9 COUNTIES

Cabarrus
Catawba
Gaston
Iredell
Lincoln
Mecklenburg
Rowan
Union
York

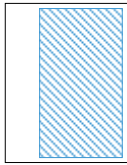
• **Width x depth (in inches)**

Full page



10" x 13.406"

3/4 page V



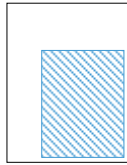
7.422" x 13.406"

3/4 page H



10" x 10"

Island



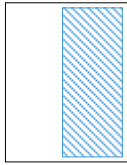
7.422" x 10"

1/2 page H



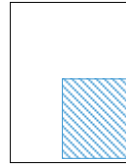
10" x 6.625"

1/2 page V



4.875" x 13.406"

1/4 page V



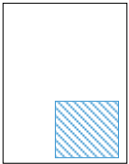
4.875" x 6.625"

1/4 page H



10" x 3.245"

3/16 page



4.875" x 4.887"

Cinta



10" x 1.969"

1/8 page



4.875" x 3.245"

1/16 page



4.875" x 1.969"

Accepted image formats:

- Adobe Acrobat pdf, jpg, tiff or eps.
- Resolution should be set to 170 dpi.

Accepted media:

Zip disks, CD, or you may e-mail your ad to: carolinas@lanoticia.com. When sending files through any of these media please include: your company name, issue in which your ad will appear, and the name of your sales representative.

Accepted software in PC

- and Mac formats:
- Quark Express version 6.1 or earlier.
 - PhotoShop version CS or earlier.
 - Adobe Acrobat PDF version 6.0 or earlier.
 - Freehand version 10 or earlier.
- Editable EPS converting all text to paths. All graphic files must be included!

mechanical requirements