

La Voz Hispana

P. O BOX 1774 Bryan, TX 77806

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Dear Business Colleagues,

La Voz Hispana, our local Spanish-language newspaper, provides an excellent opportunity to reach out to the Hispanic community. Our readers look to *La Voz Hispana* to obtain information that affects their everyday life such as important news, changing legislation, and health issues. Our goal is to expand your business by capitalizing on the rapid growth of the Hispanic market in the United States, primarily in the Bryan/College Station area.

The numbers speak for themselves. In the 2000 Census, the purchasing power of Hispanics in the United States was \$452.2 billion dollars, an increase of 118% since the 1990 census. In 2002 the purchasing power was \$580.5 billion. By 2007, it is expected to climb to \$928 billion and to \$1.2 trillion by the year 2010. This information has sparked interest in many businesses across the nation. Currently 32% to 33% of the residents living in the Bryan/College Station area are Hispanic, making it the fastest growing minority group in the Brazos Valley.

We too have grown throughout the years: *La Voz Hispana* has become the most popular Spanish publication in the Brazos Valley. Here at *La Voz Hispana*, we are very proud of this achievement and we appreciate the support that our clients have given us. *La Voz Hispana* started as a simple monthly newspaper with just a few black and white pages, and has evolved into what it is today: a weekly newspaper with 12 pages that includes color and a large distribution area. It is hard to overlook the ever-growing Hispanic community in this area and, with over 10 years of experience, *La Voz Hispana* knows what it takes to reach out to the Hispanic community.

Attached you will find a price list and closing times. Thank you for taking the time to review what we have to offer you and your business. If you should have any questions, please do not hesitate to give us a call at (979) 822-0503, or e-mail us at Lavozbcs@yahoo.com. *La Voz Hispana* is here to help make your business known throughout the Hispanic community. We would be honored to have you join the large list of businesses in the BCS area that advertise in our paper. Again, thank you for your time and consideration. We hope to hear from you soon.

La Voz Hispana
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Sources: Santiago Solutions Group
Census 2000, The Selig Center

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ADVERTISEMENT PRICE LIST \$8.80 INCH B&W \$11.00 INCH COLOR \$12.10 FRONT PAGE

1/16 (3 Col. x 2.75")				
	Black & White		Color	
# issues	Each issue	Total	Each issue	Total
1 issue	\$72.60	\$72.60	\$90.75	\$90.75
4 issues	\$69.06	\$276.26	\$86.32	\$345.30
8 issues	\$65.34	\$522.72	\$81.67	\$653.40
12 issues	\$61.71	\$740.52	\$77.13	\$925.65
26 issues	\$58.08	\$1,510.08	\$72.60	\$1,887.60

1/8 Page (3 Col. x 5.5")				
	Black & White		Color	
# issues	Each issue	Total	Each issue	Total
1 issue	\$145.20	\$145.20	\$181.50	\$181.50
4 issues	\$137.94	\$551.76	\$172.42	\$689.70
8 issues	\$130.68	\$1045.44	\$163.35	\$1,306.80
12 issues	\$123.42	\$1,481.04	\$154.27	\$1,850.88
26 issues	\$116.16	\$3,020.16	\$145.20	\$3,775.20

1/4 Page (3 Col x 10.50")				
	Black & White		Color	
# issues	Each issue	Total	Each issue	Total
1 issue	\$270.60	\$270.60	\$338.25	\$338.25
4 issues	\$257.07	\$1,028.28	\$321.33	\$1,285.35
8 issues	\$243.54	\$1,948.32	\$304.42	\$2,435.40
12 issues	\$230.01	\$2,760.12	\$287.51	\$3,450.15
26 issues	\$216.48	\$5,628.48	\$270.60	\$7,035.60

1/2 Page (6 Col. x 10.50")				
	Black & White		Color	
# issues	Each issue	Total	Each issue	Total
1 issue	\$541.20	\$541.20	\$676.50	\$676.50
4 issues	\$514.14	\$2,056.56	\$642.67	\$2,570.70
8 issues	\$487.08	\$3,896.64	\$608.85	\$4,870.80
12 issues	\$460.02	\$5,520.24	\$575.02	\$6,900.30
26 issues	\$432.96	\$11,256.96	\$541.20	\$14,071.20

ADVERTISEMENT PRICE LIST (CONT.)

1 PAG. (6 Col. X 21")				
	Black & White		Color	
# issues	Each issue	Total	Each issue	Total
1 issue	\$1,008.00	\$1,008.00	1,260.00	\$1,260.00
4 issues	\$956.60	\$3,830.04	1,197.00	\$4,788.00
8 issues	\$907.20	\$7,257.60	1,134.00	\$9,072
12 issues	\$856.80	\$10,281.60	1,071.00	\$12,852.00
26 issues	\$806.40	\$20,966.40	1,008.00	\$26,208.00

Front Ad 2 Col. X 3.80"				
	Black & White		Color	
# issues	Each issue	Total	Each issue	Total
1 issue	\$66.88	\$66.88	\$91.60	\$91.60
4 issues	\$63.36	\$253.44	\$87.02	\$348.08
8 issues	\$60.19	\$481.36	\$82.44	\$659.52
12 issues	\$56.84	\$682.17	\$77.86	\$934.32
52 issues	\$53.50	\$2,782.00	\$73.28	\$1,738.88

Classifieds	
First 25 Words	Additional Words
\$11	\$.20 each

Edition Closes on Wednesday at 5:00 PM
Edition comes out Friday at 6:00 AM
Our weekly distribution rate is 5,000