



La Raza del Noreste
2017
Media Kit

www.LaRazaNW.com



*National
Award-Winning
Publication*



SEATTLE - TACOMA DMA | WASHINGTON

The Emerging Hispanic Market



www.LaRazaNW.com

WASHINGTON STATE HISPANIC POPULATION 817,383 (11.2% OF TOTAL POPULATION)

The greater Seattle Hispanic market

- One of the fastest growing Hispanic markets
- Buying power: 15 billion
- Average income: \$45,701
- Higher income than southwestern states
- Median age: 27 years
- Average Hispanic household: 4 members

Origin

- 75% Mexican
- 15% Central American
- 10% South American

Language

- Spanish: 38%
- English: 26%
- Bilingual: 36%

Quick Facts

- 60% Prefer ads in Spanish
- 65% Prefer to communicate in Spanish
- 70% US Latino Internet penetration
- 68% Have 1 or more children

Hispanics turn to newspapers first for local advertising.*

**Source: 2010 US Census
TNS Market Development
2013 Pew Hispanic Center
Selig Center for Economic Growth



RECOGNIZED BY THE NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS WITH FIVE JOSÉ MARTÍ AWARDS.



GOLD

Outstanding Website 30,000 and under www.NuestroNoroeste.com
Outstanding Entertainment Section, all papers
Outstanding Sports Section, 30,000 and under

SILVER

Outstanding Health Section, all papers
Outstanding Special Section, 30,000 and under

- Immigration column
- National news from Mexico
- National news from South America



Hispanic Population (SEATTLE DMA)



www.LaRazaNW.com



WASHINGTON STATE

With over half of the state's Hispanic population residing in the Seattle-Tacoma market!



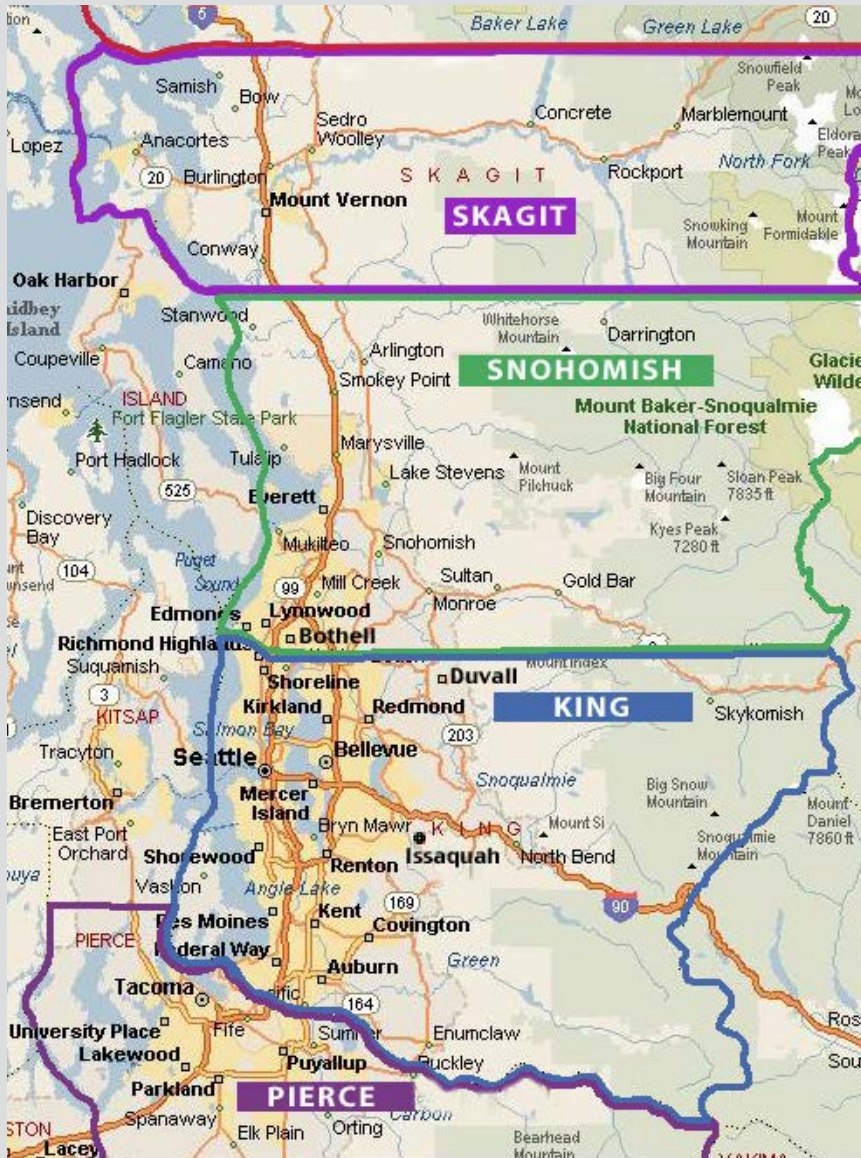
Distribution



20,000 WEEKLY ISSUES DELIVERED TO 4 COUNTIES

SKAGIT • SNOHOMISH • KING • PIERCE

www.LaRazaNW.com



COUNTIES:

- **KING** 10,260
- **PIERCE** 3,630
- **SNOHOMISH** 4,370
- **SKAGIT** 1,740

CITIES:

- Arlington
- Auburn
- Bellevue
- Bothell
- Burlington
- Bow
- Burien
- Covington
- Des Moines
- Duvall
- Edmonds
- Everett
- Everson
- Federal Way
- Fife
- Issaquah
- Kent
- Kenmore
- Kirkland
- Lakewood
- Lynnwood
- Marysville
- Mill Creek
- Milton
- Monroe
- Mount Vernon
- Mountlake Terrace
- Mukilteo
- Pacific
- Puyallup
- Redmond
- Renton
- Seattle
- SeaTac
- Sedro Woolley
- Snohomish
- Shoreline
- Stanwood
- Sumner
- Tacoma
- Tukwila
- University Place
- Woodinville

We reach the **LARGEST**
number of Latinos in
Western Washington...



Circulation



www.LaRazaNW.com



20,000

**More than DOUBLE any
other Latino publication!**

****And we can verify our claim!***

***Our circulation is audited by CAC
(Certified Audit of Circulations)**

El Mundo

Tu Decides



El Siete Dias

**Request circulation audit reports from other publications
to back their claims on their media kits.**

2017 Editorial Calendar



www.LaRazaNW.com



TAXES PAGE

Jan. 1 - April 8, 2017



SUMMER GUIDE

May 12, 2017



EDUCATION

Feb. 17, Apr. 21,
June 23, Aug. 11,
Oct. 13, Dec. 15, 2017



LEGAL GUIDE

Jan. 20, Mar. 17, May 26,
July 21, Sept. 15,
Nov. 17, 2017



CHRISTMAS TREE PAGE

Dec. 1, 2017



DENTISTS

Feb. 24, 2017

Retail Advertising Rates 2017



www.LaRazaNW.com

Retail Display Ad Rates Effective January 1, 2017

Open Rate

\$20 per column inch

Frequency Discounts

6 Insertions	10%
13 Insertions	15%
26 Insertions	20%
52 Insertions	30%

Preprint Inserts:

Free standing inserts are \$47.25 per thousand. Frequency rates available.

Color Charges:

Less than 5"	No Charge
6"-19"	\$30
20"-29"	\$60
30"-39"	\$90
40" & Larger	\$120

Ad Production Specifications

Tabloid ads over 9-3/4" deep will be billed at full-page depth (10")

Mechanical Measurements

Tabloid page - 5 column x 10"

Column	Inches	Inches
1 column	1.861	1 13/16"
2 column	3.847	3 13/16"
3 column	5.833	5 13/16"
4 column	7.819	7 3/4"
5 column	9.806	9 13/16"
10.5 column	20.667	20 5/8"

Production Requirements:

La Raza is printed on newsprint with a newspaper web offset press. Ad-Litho color process inks are used to build spot colors. PMS inks are not available.

Digital:

Acrobat PDF files are accepted via floppy disk, ZIP Disk or CD. A black and white or color laser print should be included with the disk for proofing. Electronic delivery is also available.

Electronic Delivery:

Available via AdSend, via Internet at ftp.heraldnet.com or by email to adservices@heraldnet.com

Deadlines:

Display: 2:00 p.m. Tuesday prior to Friday publication date.
Corrections: 2:00 p.m. Wednesday prior to Friday publication date.

Translations:

1 week prior to publication date.

Quick Price Chart B/W

Full Page 5 col x 10" \$1,000	Junior Full Page 4 col x 10" \$800	Half Page Horizontal 5 col x 5" \$500	Half Vertical 3 col x 8.5" \$500
3 col x 6" \$360	Quarter Page 3 col x 4.5" \$270	2 col x 5" \$200	Eighth Page 2 col x 3.5" \$140

Online Advertising Rates 2017



www.LaRazaNW.com



Sea Un EXPERTO EN ENERGÍA

¡Ahorre energía y dinero con nuestros programas de conservación!

Haga clic para obtener más detalles

PORTRAIT
300x1050

MEDIUM RECTANGLE
300x250

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¡Ahorre energía y dinero con nuestros programas de conservación!

Haga clic para obtener más detalles

\$250 ONLINE PACKAGE
PER MONTH
ALL SIZES!

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Haga clic para obtener más detalles

LEADERBOARD
728x90

SUPER LEADERBOARD
970x90

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