

NORTHERN CALIFORNIA'S
FOREMOST
BILINGUAL NEWSPAPER
LA PUBLICACIÓN BILINGÜE
MAS COMPLETA DEL NORTE
DE CALIFORNIA



TWO LANGUAGES, TWO CULTURES,
ONE UNDERSTANDING

DOS IDIOMAS, DOS CULTURAS,
UN ENTENDIMIENTO

WHY ADVERTISE IN LA VOZ?

- **BILINGUAL!** Every article is written in both English & Spanish.
- **HOT!** An upscale publication with access to an undeveloped market.
- **AVAILABLE!** Widely read throughout the Latino community.
- **ACCESSIBLE!** A family publication that can be picked up by anyone, any age.
- **EDUCATIONAL!** A tool for those learning the other language.
- **ECONOMICAL!** Distribution is both subscribed and free — our *no exclusion* policy.
- **ADVANTAGEOUS!** Enhanced circulation through maximized impressions — multiple readers per individual paper.

BOTTOM LINE — BECAUSE IT WORKS!

¿PORQUÉ ANUNCIARSE EN LA VOZ?

- **¡BILINGÜE!** Cada artículo se escribe tanto en inglés como en español.
- **¡EXCELENTE!** Una publicación cultural con acceso a un mercado sin explotar.
- **¡DISPONIBLE!** Ampliamente leída por la comunidad latina.
- **¡ACCESIBLE PARA TODAS LAS EDADES!** Una publicación apta para toda la familia.
- **¡EDUCATIVA!** Una herramienta muy útil para las personas que desean aprender otro idioma.
- **¡ECONÓMICA!** La distribución es por suscripción y gratis - nuestra poliza de no excluir a nadie.
- **¡CON GRANDES VENTAJAS!** Ofrece una circulación de impresiones maximizadas y realizadas – con múltiples lectores por cada periódico.

EN POCAS PALABRAS — ¡PORQUE FUNCIONA!

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BILINGUAL NEWSPAPER

***La Voz Bilingual Newspaper is a bridge between
the Hispanic community and
the greater community.***

***We present the North Bay Area with the new
mainstream Latino community as it is! Positive
images of family oriented, hard working peace-
ful, entrepreneurial and concerned folks.***

***Join us in our mission to educate, enhance and
improve the lives of ALL the people in our com-
munity. We are the new communication —
bilingual, read by all.***

Support La Voz, advertise, subscribe, donate!

**BUSINESS, SERVICE, FINANCIAL
KIDZONE, & REAL ESTATE DIRECTORY**

1 3/4 x 3" boxed ads:

Frequency:	One X	6X	12X
	\$213	\$105	\$95

A 10% discount is available on 6 and 12 month contracts if paid in full in advance.

SPIRITUAL DIRECTORY

2.3 x 1.25" boxed ads: \$50 / month on a 12X contract.

We will offer a rotating highlighted ad with further information about our local church advertisers as part of the contract.

RESTAURANT GUIDE

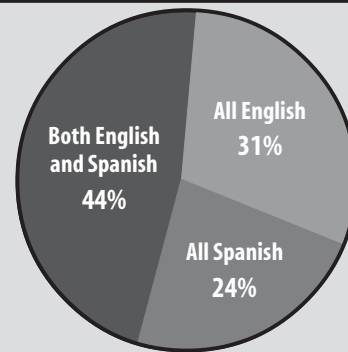
**2.3 x 2.5" boxed ads: minimum contract 6X @ \$110 / month
or 12X @ \$95 / month.**

Spot color, add \$50. Full Color ad \$75.

**US HISPANIC MEDIA MARKET
PROJECTIONS TO 2010**

Hispanics in Sonoma County are now the largest minority group, representing 18% of the population. The Hispanic population is predicted to grow to 28% by the year 2010. In 2006 the average median age is 24.4. This is a young upwardly mobile demographic base that all advertisers should want to reach.

HISPANIC LANGUAGE PREFERENCE IN NEWS MEDIA



- Advertisers spent more than \$3.3 billion to market products to US Hispanics in 2005, a 6.8% increase from 2004.
- While traditionally Spanish-language advertising was used to reach Hispanics, new data indicated second- and third-generation Hispanics tend to favor English.
- 59% of the entire purchasing power in the U.S. Hispanic market lies in English-speaking households.
- More than three-quarters of those households, defined as earning more than \$100,000 annually are English-dominant.
- 76% of U.S. Hispanics speak English and Spanish.



IF YOU'RE NOT READING LA VOZ,
YOU'RE NOT FULLY INFORMED!
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SI USTED NO LEE LA VOZ NO
ESTARÁ BIEN INFORMADO!
LA MEJOR PUBLICACIÓN BILINGÜE
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DISTRIBUTION • INSERTS • CLASSIFIED ADVERTISING 2008

SUBSCRIPTIONS

One year's subscription is sent first class US mail for a donation of **\$35** per year. Other donor levels are available. Please contact us for more options and special rates for schools, offices and institutions. Send name, address and length of subscription along with check or money order to **PO Box 3688, Santa Rosa, California 95402.**

PREPRINTED INSERTS

La Voz Bilingual Newspaper welcomes preprinted inserts. We can design and print your insert at competitive prices. Call us for a quote. Please ask your sales representative about our insertion rates and distribution areas.

TRANSLATION SERVICES

We also translate English to Spanish or Spanish to English at reasonable rates. For articles, ads and flyers, we print copy in both languages. Translation services provided are 15-20 cents per word depending on the technicality of the material.

35,000 COPIES PRINTED

La Voz Bilingual Newspaper is currently distributed in Zone 1 and is read by about 80,000 people. Distribution is free at news stands and news racks and in businesses. School districts are using *La Voz* as a teaching aid and sending it home to English-learning families. Subscriptions are also solicited for those who can afford to pay.

LA VOZ LITERACY PROJECT • LOS AMIGOS DE LA COMUNIDAD

La Voz Bilingual Newspaper is now being distributed free to English language learners by public schools and non-profit agencies such as child care centers and immigration services. Content is suitable for any age. *La Voz* is an educational publication. Individuals and businesses can make a onation to *Los Amigos* to further this effort.

ZONE 1 • SONOMA, MARIN, NAPA, MENDOCINO & LAKE COUNTIES

DISTRIBUTION
La Voz Bilingual Newspaper is a monthly news magazine with a readership of 80,000 a month. *La Voz* is available at many locations in Sonoma, Marin, Napa, Mendocino and Lake Counties (Zone 1). We have established a solid communication link with the Hispanic communities in the North Bay Area. We plan to be a major force in Northern California with a large circulation from San Jose to the Oregon border, including a number of separate advertising zones and special editions. The newspaper is distributed monthly mainly in areas where most advertisers conduct business.

CLASSIFIED ADVERTISING *La Voz Bilingual Newspaper* has a complete Classified Ad section. Call **707.525.0622** to place an ad or for information. Color is available. Most categories are accepted, as **Real Estate • Vacations • For Sale • Lost & Found • Pets • Tickets • Employment • Community Events • Music • Legal Notices • Personal Growth • Business Services • Child Care • Services Offered • Obituaries • Volunteers • Career Training • Professional Services • Home & Garden • Announcements • Anniversary • Birth • Wedding • Engagement • First Communion • Baptism • Quinceañera**



DISPLAY ADVERTISING • 2008

MECHANICAL REQUIREMENTS

Please design display advertising to one of the following standard sizes:

Size	Width (in inches)	Height (in inches)	Proportions (columns x inches)
Full Page	9.75	13.5	4 x 13 1/2
3/4 vertical	7.25	13.5	3 x 13 1/2
2/3 horizontal	9.75	8.5	4 x 8 1/2
3/5 vertical	7.25	10.5	3 x 10 1/2
1/2 square	7.25	8.5	3 x 8 1/2
1/2 vertical	4.75	13.5	2 x 13 1/2
1/2 horizontal	9.75	6.75	4 x 6 3/4
2/5 vertical	4.75	10.5	2 x 10 1/2
3/8 square	7.25	6.75	3 x 6 3/4
1/3 vertical	4.75	8.5	2 x 8 1/2
1/4 square	4.75	6.75	2 x 6 3/4
1/4 vertical	2.3	13.5	1 x 13 1/2
1/4 horizontal	7.25	4.25	3 x 4 1/4
1/5 vertical	2.3	10.5	1 x 10 1/2
1/6 vertical	2.3	8.5	1 x 8 1/2
1/6 horizontal	4.75	4.25	2 x 4 1/4
1/8 vertical	2.3	6.75	1 x 6 3/4
1/8 horizontal	4.75	3.3	2 x 3 1/3
1/12 vertical	2.3	4.25	1 x 4 1/4
1/12 horizontal	4.75	2	2 x 2
1/16 square	2.3	3.3	1 x 3 1/3

AD DESIGN *LaVoz Bilingual Newspaper* Creative Services Department will prepare simple ad layouts for display advertising at no charge. Additional charges apply for translation, artwork, illustration and photography. We employ a staff of professionally trained graphic and website designers and can produce artwork and collateral design acting as an Advertising Agency for comparable agency fees. Marketing consultations are also available. Please discuss these options with your sales representative.

Ads supplied by client must be in digital format e-mailed to ads@lavoznews.com. Accepted formats are high resolution .pdf, .eps, .tif or other formats suitable for print. All graphics and

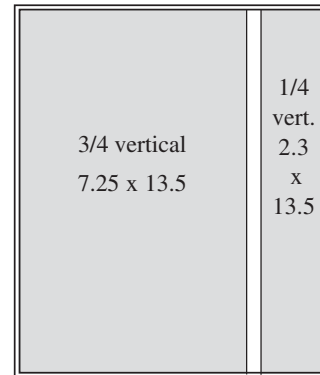
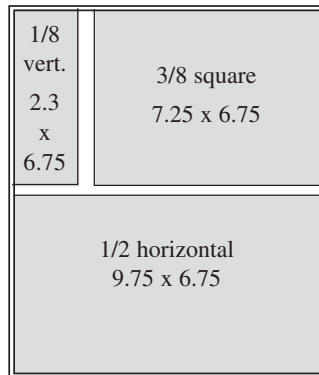
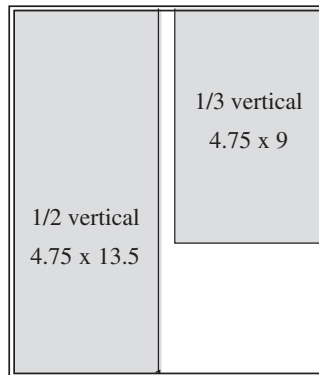
fonts must be embedded or attached. All black must be 100% black, no "auto" accepted. Color files must separate into CMYK, no RGB files accepted.

DEADLINES Please ask your sales representative for exact dates. Ads will be due approximately 2 weeks before publication.

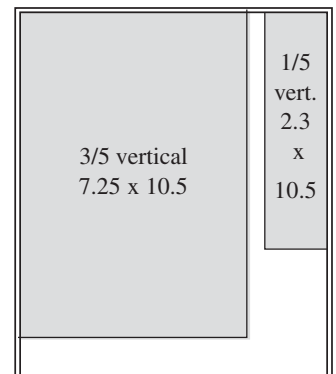
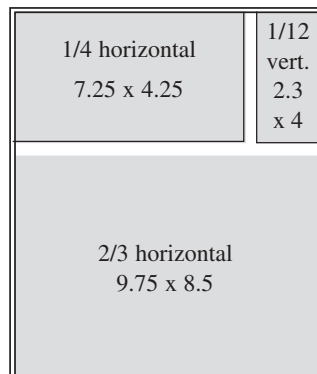
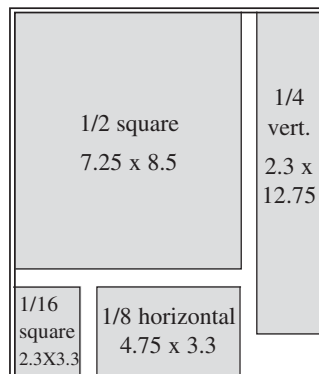
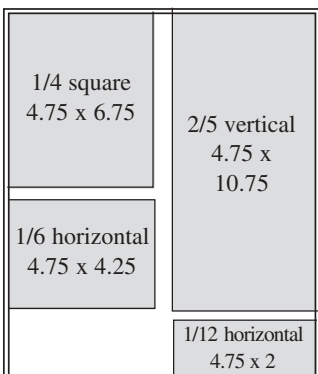
PLACEMENTN Specific page positions (if available) are guaranteed with payment of a 15 percent placement surcharge. A 1/5 page minimum applies.

COLOR CHARGES

Black + 1 color \$100 per insertion
Black + 2 colors \$200 per insertion
Black + 3 colors \$300 per insertion



Full Page
9.75 x 13.5



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BILINGUAL NEWSPAPER

REGIONAL DISPLAY ADVERTISING RATES & TERMS • 2008

OUR GOAL

LaVoz Bilingual Newspaper reflects the two major cultural influences in our state, publishing in both Spanish and English. Our goal is to promote understanding and improve communication between peoples. We wish to extend this opportunity to our clients and make bilingual ads an option for you.

TRANSLATION SERVICES

LaVoz Bilingual Newspaper has experienced translators on staff. We print information in two languages. We can translate your ad copy into Spanish or English or both! We provide two options:

- 1) Your ad is entirely in one language. Underneath the ad will be a few lines of text in the second language describing the business or service, or 2) Ad is in both languages within the ad space. Please ask your sales representative for more information.

GENERAL INFORMATION

LaVoz Bilingual Newspaper reserves the right to revise, reject, alter or omit any advertisements submitted for publication, or to add the word "Advertisement".

We will attempt to honor placement requests, but cannot guarantee position without a 15% placement surcharge. There is a 1/5 page minimum. No adjustment, rerun or refund will be made because of the position in which the advertisement has been published.

The Publisher assumes no financial responsibility for typographical errors or for its failure to insert an advertisement. Liability for error shall not exceed the cost of the portion of space occupied by such error. Credit for errors is limited to the first insertion. Please make claims for adjustment in writing within 7 days. No allowance will be made for an error that does not materially affect the value of the advertisement.

Advertiser and/or advertising agency or agent assumes liability for all content (including copy, text and illustrations) of advertisements and agrees to assume any and all responsibility for claims occurring therefrom against the

Publisher, including reasonable attorney's fees without limitation.

Retail rates apply to advertising space relating to a retail business owned by the advertiser and may not be sublet or used for other purposes than described herein.

All copywriting, layout, artwork, illustration, graphic design and typography done by the Publisher is copyright © *La Voz Bilingual Newspaper* and remains the exclusive property of *LaVoz*. No part of an advertisement may be reprinted elsewhere without prior permission of the Publisher. For your convenience, graphic, illustration or website design services are available at our regular hourly rate for publication in other media.

The advertiser is responsible for the quality of camera-ready ads or artwork to be used in production of the ad. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk, and should be clearly marked if they are to be returned. We may be able to keep your ad copy and artwork but will not be responsible for any ad materials left for more than 10 days after publication.

PAYMENT TERMS AND POLICIES

The first ad must be prepaid. Credit is available, advertiser must complete an application for approval. After approval, accounts are due and payable 15 days net. Finance charges on unpaid balances over 20 days will be 18% per year, or 1½% per month. We accept VISA and MasterCard for all advertising. A 2% fee is charged for the convenience.

Advertisers who fail to fulfill their contractual obligations will revert to monthly insertion rates. Accounts more than 60 days overdue may be terminated and monthly insertion rates charged. The advertiser agrees to pay court costs and attorney's fees if suit is brought for payment of advertising contract. Applicable taxes are assumed and paid by advertiser.

Publisher may revise rates and forms upon 30 days written notice. Non-contract rates are subject to change without notice.

NON-PROFIT ADVERTISING

Qualified non-profit and charitable institutions will receive our 12X frequency discount. Organizations desiring this discount may apply to *La Voz* for qualification.

POLITICAL ADVERTISING

Political advertising must conform to law and contain the following information: Paid Political Advertisement and the name, organization, phone number and address of the party placing/paying for the ad, and FPCC# if necessary. Single rate applies; **must be paid in advance**. Controversial public matters, all offices and issues being voted upon and transient amusement are considered political advertising.

REGIONAL ADVERTISING RATES

Price per insertion: 6X contract saves 10%; 12X contract saves 20%. *Rates are net.*

Frequency:	Open	6X	12X
Full Page	1,792	1,613	1,433
3/4 vertical	1,449	1,304	1,159
2/3 horizontal	1,219	1,097	974
3/5 vertical	1,169	1,052	935
1/2 square	1,058	952	846
1/2 vertical	1,058	952	846
1/2 horizontal	1,058	952	846
2/5 vertical	857	771	684
3/8 square	797	716	637
1/3 vertical	683	613	545
1/4 square	583	524	466
1/4 vertical	583	524	466
1/4 horizontal	583	524	466
1/5 vertical	487	438	389
1/6 vertical	456	410	363
1/6 horizontal	456	410	363
1/8 vertical	302	272	239
1/8 horizontal	302	272	239
1/12 vertical	280	252	224
1/12 horizontal	280	252	224
1/16 square	269	242	215

Classified Advertising

Clasificados

LA VOZ BILINGUAL NEWSPAPER

P.O. Box 3688 • Santa Rosa, CA 95402
Classified Ads 707.525-0622 • fax 707.525.0923
e-mail ads@lavozevents.com

Bilingual Classified Ads: Ads may be placed in Spanish, English or both. **Classified Ad Rates apply to one language only. For same ad in two languages, a 50% discount on line rates applies. *La Voz Bilingual Newspaper* staff will translate classified ads into the second language at 15 cents per word.**

DEADLINE: THURSDAY PRECEDING THE FIRST MONDAY OF THE MONTH

Advertising Policies: All advertising copy and images are subject to approval by the editorial staff. We reserve the right to edit or reject all materials submitted to us. If rejected money paid will be returned.

La Voz Bilingual Newspaper assumes no financial responsibility for typographical errors or omissions. *La Voz*, with a sense of fairness, will do what it can to correct errors and omissions.

All written copy, illustrations, typography and printing done by *La Voz* is the exclusive property of *La Voz* ©*La Voz Bilingual Newspaper 2008*.
Reproduction elsewhere without *written* permission is strictly forbidden and protected by law.

Advertiser and advertising agency assumes all liability for content of advertisements published in *La Voz* and agrees to assume any and all responsibility for claims occurring against *La Voz*.

Reglas de publicidad: Toda copia e imagen de publicidad están sujetas a previa aprobación por el equipo editorial. Nos reservamos el Derecho de aceptar o rechazar todos aquellos materiales o anuncios recibidos. Si es rechazado, cualquier dinero pagado será devuelto o reembolsado al editor.

La Voz no asume ninguna responsabilidad financiera por errores u omisiones tipográficas. *La Voz*, obrando de buena voluntad tratara de corregir los errores u omisiones incurridos en la edición.

Todo el material cubierto por derechos de autor, trabajo artístico, tipografía y cualquier trabajo de prensa echa por *La Voz*, es propiedad exclusiva de *La Voz*. ©*La Voz Bilingual Newspaper 2008*.

Cualquier reproducción total, parcial o electrónica de anuncios o artículos esta estrictamente prohibido y protegido por la ley.

Anunciantes y agencias de publicidad asumen completa responsabilidad por el contenido de los anuncios publicados en *La Voz*, y concuerdan asumir cualquier y toda la responsabilidad por reclamos hechos en contra de *La Voz*.

CLASSIFIED AD RATES

Rate per line: 3 line minimum in English
per line • por línea \$10.00

Spanish translation 15 cents per word.

Bilingual Ads: add Spanish language \$5 per line

Extras • per line - por línea

Bold type \$10.00

Box \$10.00

Photos and Logos: \$15 each

For more information ask sales representative •

Para más detalles pregunte a nuestro representante

CLASSIFIED COLUMN INCH DISPLAY ADS:

\$60 PER COLUMN INCH

Bold type \$10.00

Borders \$10.00

Funeral Notices minimum 5 lines

Anuncios de duelo (Funerales)

per line - por línea

1X \$8.00

2X or more same copy 7.50

2X o más de la misma copia 7.50

Engagement or Wedding Annoucements

minimum 6 lines

Bodas y Comproniso el mínimo de 6 líneas

Birth or Anniversary Annoucements

minimum 5 lines

Noticias de: Nacimientos y Aniversarios

mínimo de 5 líneas

per line - por línea

1X \$8.00

photo scan each \$15.00

Foto por escaner cada una \$15.00

Credit Card Convenience Fee: add \$5.00

**Please e-mail ad copy to
ads@lavozevents.com.**

E:MAIL: ADS@LAVOZNEWS.COM (E-MAIL PREFERRED)

FAX: 707-525-0923 OR MAIL: 575 ROSS STREET, SANTA ROSA, CA 95401