

# **EL Reportero**

**Las Vegas**

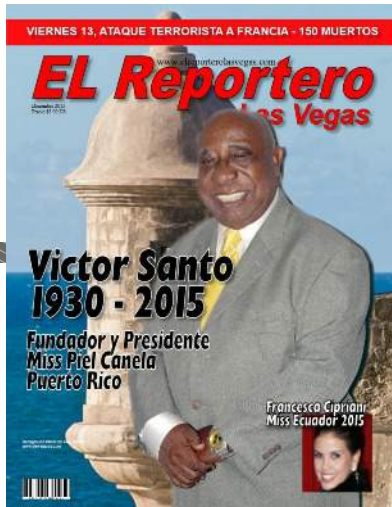
***Media Kit***  
***2016***

***Las Noticias 24/7***  
***Hispanic World News***

# EL REPORTERO LAS VEGAS

NUESTRA COBERTURA  
PERIODÍSTICA

OUR NEWS COVERAGE  
AROUND THE WORLD



OUR SALES TEAM ARE THE QUALIFY PROFESSIONALS WHO WILL WORK WITH YOU OR YOUR MARKETING TEAM TO MEET YOUR BUSINESS GOAL IN TODAY'S MARKET PLACE. GIVE US A CALL AN TALK TO ONE OF OUR REPRESENTATIVE ABOUT YOUR PRODUCTS OR SERVICES....



## Our Package Prices Are Very Competitive

El Reportero Las Vegas, a Hispanic News Magazine that has been around the local area for more then 10 years serving our community. Why advertise with us; simple because we have the best "ROI" in the market for your campaign publicity. Because we target your market place that best fits your budget. And we keep our overhead cost down so you can get the benefits. Plus we have low rates at "National Level" for your marketing campaign.



## What We Do For Our Clients

- We design your promo to your specification.
- You receive your ad proof before it is published.
- We incorporate your brand into our ad campaign.
- We give you "TWO FOR ONE"

We Create Your Market to Meet Your Business Expectations and we update you on the everyday markets needs so that you can make better decision.

Contact us for information about our advertisements rate card.

For a Price Quote Today:

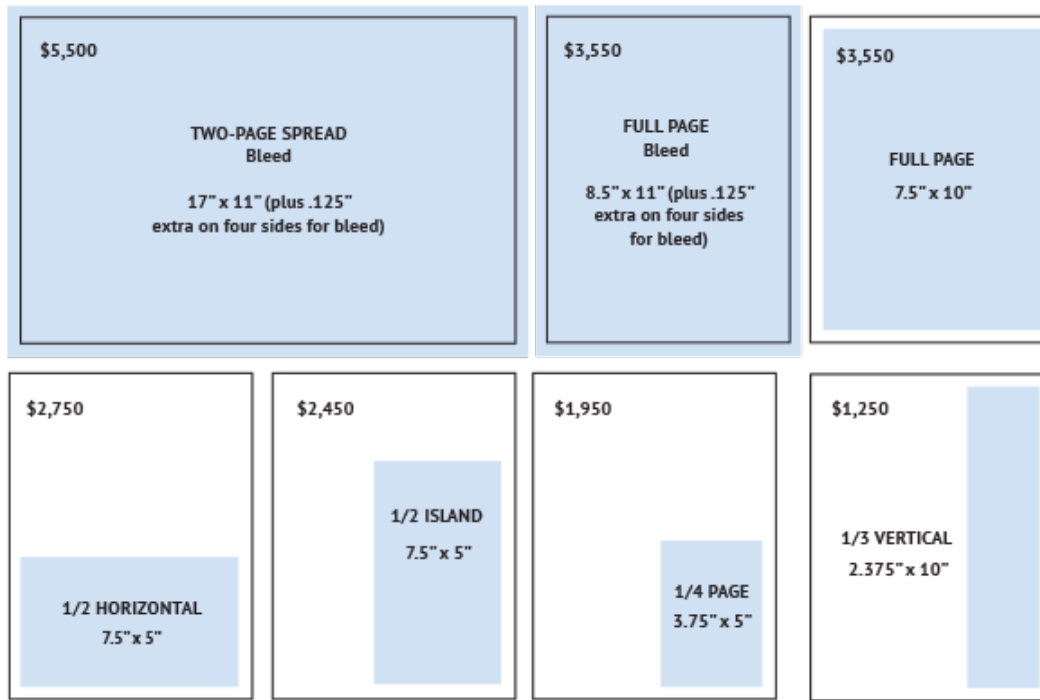
Visit Our Website

[www.elreporterolasvegas.com](http://www.elreporterolasvegas.com)

**8414 W. Farm Rd.  
Suite 180, PMB 246  
Las Vegas, NV 89131**



# Magazine Print Ad Costs & Space Ads (ROP - Costs Are Separate Costs)



## Discounts and Payment:

- A 15% discount on space and color will be earned on display ads for electronic files submitted within our specifications. Gross rate will apply to ads which need alterations or reformatting. (see ad specifications for acceptable formats).
- Net due within 30 days of billing to receive discount.
- Ad creation services available
- New advertisers will be required to prepay for their first two ads up front.
- Ad creation services available

## Web Print Size & Cost - Web Ad Dimensions

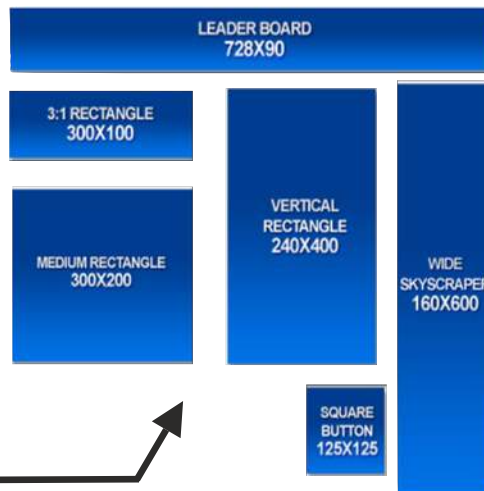
All advertising Rates are final at the moment of signing the "Advertisement Contract".

Special Rates are applicable during normal advertising schedules.

Holidays and seasonal schedules the rates changes due to the high demands of the sales of goods, products and services offer entities, companies, organizations and individuals.

Advertisements through marketing agencies should call (1-855-342-4120) for advertisement Rate Card and contract for their clients.

Specifications for the online advertisements are as follow: See side Image



## Web ad sizes and rates

Type Ad	Monthly Cost
Leader Band	\$535.00
Skyscraper	\$360.00
Vertical Rectangle	\$195.00
Medium Rectangle	\$130.00
Rectangle	\$ 95.00
Square Button	\$ 45.00

### General Print Rate Policy

Frequency discounts are available and are based on the number of insertions run within a 12-month period from the date of first insertion. Any advertiser who does not fulfill a contract will be subject to short rates. Ad contracts may be canceled provided notice is given before the closing date. Credits and rebates are earned by increasing frequency during a contract. Orders subject to rate change upon 90 days notice from publisher.

• Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for payments due the publisher. In the event that an advertiser has paid the agency, the advertiser is fully responsible for paying all invoices due the publisher.

• Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services. Uniform rates apply to all advertisers

at all times.

• Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by closing date, copy furnished or run in previous issue will be printed.

• The publisher shall not be subject to any liability whatsoever for any failure to publish

or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstance not within the control of the publisher.

• In the event of an error in the printing of a display advertisement, the publisher will re-run the correct version of the same ad material in the next available issue published.

• Publisher's liability for any error will not exceed the cost of the advertisement's space.

• Publisher reserves the right to add the word "Advertisement" to or reject advertising that simulates editorial.

Hispanic consumers are one of the largest ethnic group that buy all goods, products and services. They spend An average of \$50.00 per day.

## HISPANIC POWER IN THE USA



**50.5** MILLION  
HISPANICS



**16.3%**  
OF THE  
POPULATION



**1 IN 6** RESIDENTS ARE HISPANIC

**1 IN EVERY 4**  
CHILDREN



**56%** OF THE  
POPULATION  
GROWTH FROM  
2000 TO 2010

65.5 %	MEXICAN
9.1 %	PUERTO RICAN
3.6 %	SALVADORAN
3.5 %	CUBAN
2.8 %	DOMINICAN
1.9 %	COLOMBIAN
2.2 %	GUATEMALAN

**75%**  
SPEAK SPANISH  
AT HOME

**\$1 TRILLION**  
IN BUYING  
POWER



### HISPANIC POPULATION PER STATE



**37.6 %**  
CALIFORNIA



**37.6 %**  
TEXAS



**22.5 %**  
FLORIDA



**\$21.6**  
BILLION  
IN ONLINE  
SPENDING

**82%** OF ADULTS  
USE A CELL  
**54%** USE TEXT  
MESSAGING



**18 MILLION**  
VISIT YOUTUBE

**19 %**  
MANAGEMENT OR  
PROFESSIONAL



**19 %**  
PRODUCTION OR  
TRANSPORTATION



**22 %**  
SALES OR  
OFFICE JOBS



**2 %**  
FARMING, FISHING  
OR FORESTRY



**15 %**  
CONSTRUCTION OR  
MAINTENANCE

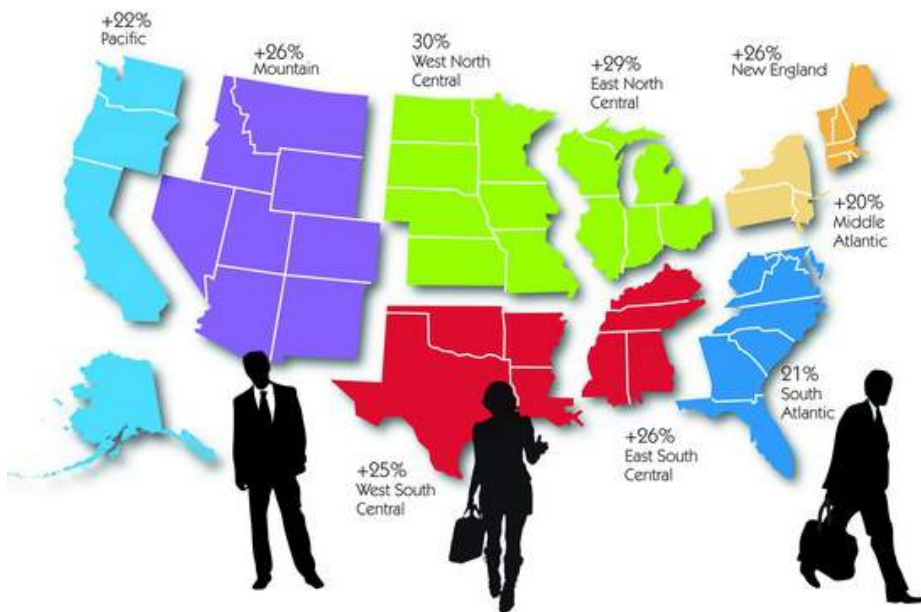


**24 %**  
SERVICE  
OCCUPATIONS



# THIS ARE SOME OF OUR CLIENTS

That advertise with us in both print and web...from all U.S. Regions



## GET 10% OFF

Your first purchased by July 31, 2016 and we Will throw an additional 30 days ad...For Free.

**CARE ABOUT KIDS? RAISE YOUR VOICE!**  
Take your message to Capitol Hill with RESULTS.

**STATION CASINOS**  
YOUR ROOM IS STILL AVAILABLE!  
FINISH BOOKING & **SAVE UP TO 45%**  
**BOOK NOW**

**KIA**

**Red Bull THROW DOWN**  
AUGUST 24  
CENTER STAGE // ATLANTA  
ALL AGES // FREE EVENT // DOORS AT 6:30PM  
WWW.REDBULL.COM/THROWDOWN

**NABSHOW**  
Where Content Comes to Life  
unleashing the **future**  
APRIL 16-21, 2016  
LAS VEGAS, NV USA  
CHECK IT OUT!  
**FREE EXHIBITS PASS**

**BROADCASTING LIVE FROM LAS VEGAS**  
Call In: 702•778•1868  
Advertise: 702•542•2290  
OVER 20 UNIQUE RADIO PERSONALITIES  
HEARD ACROSS THE U.S. & AROUND THE WORLD  
LISTEN ON **WBKE** SHOWS EVERYDAY  
OR DIRECTLY  
www.wbkevegasradio.com

1-888-DERECHO 3373246  
www.DeTuLado.com

**SPEED VEGAS**  
DRIVE **SUPERCARS** ON A REAL RACETRACK IN **LAS VEGAS!**  
**\$49/Lap**  
**BOOK NOW!**

**PANDORA**  
INCREDIBLE CHARM

Hilton Grand Vacations

WELCOME  
TO Fabulous  
LAS VEGAS  
NEVADA



CAESARS  
PALACE

LUIS MIGUEL

LUIS MIGUEL

BALLY'S

BALLY'S

GRAND

Planet Hollywood

MGM

SEASIDE

PLANET  
HOLLYWOOD