



ElAnuncianteFL.com

By Latino USA Today

MEDIA KIT

**More than 12 years of uninterrupted circulation make us
the true advertising guide of the Hispanic Community**

We reach more than **20,000** readers monthly in:
Ocala, Belleview, Marion Oaks Area, Gainesville, Alachua,
Leesburg, The Villages, Orlando, Apopka, Kissimmee & Tampa

We circulate the first week of every month

Our deadline is the 20th of the month

Today "ElAnuncianteFL.com" has positioned itself as the perfect
tool for reaching Latino market with a small investment,
affordable monthly payments and excellent results

Advertising with us is very easy

FREE TRANSLATION

FREE DESIGN

FREE PHOTOGRAPHY

EXCELLENT RESULTS

AFFORDABLE RATES

MONTHLY PAYMENTS

LIVING IN A BILINGUAL COMMUNITY IS A GREAT OPPORTUNITY

REACH THE LATINO MARKET
AND JUMPSTART YOUR BUSINESS NOW

Get in touch!



el.anunciante



LatinoUSAHoy@yahoo.com
Info@elanunciantefl.com

1800-6603515

www.ElAnuncianteFL.com

407.600.9214

352.450.5261

7 Reasons to Advertise with Us



57'987.013

Hispanics/Latinos are living
in USA (17.8% of 325,719,178
Total Population USA)

20'984.400

Hispanics/Latinos are living in USA

(36.193% of 57,987,013 Hispanics/Latinos living in USA)

23.6%

Hispanics/Latinos are living in **Florida**

(24.9% of 20,989,400 Hispanics/Latinos living in USA)

5'225.115

- 1 Over 57,000,000 of Hispanics in the USA are a demographic reality.*
- 2 The Hispanics are growing 7 times faster than the rest of the population.*
- 3 The median household income among Hispanics is over \$40,000/yr.*
- 4 Hispanics prefer newspapers for their purchasing decisions, making them five times more effective than any other medium. (National Association of Hispanic Publications)
- 5 We are the best media to reach the Hispanic Community in Central Florida. We circulate thousands of issues monthly, distributed free of charge, and not only reach out to Hispanic owned businesses like grocery stores and restaurants, but many other spaces shared by Hispanic and not Hispanic cultures.
- 6 With over 20 years of experience in the industry, we are able to offer you the best rates, including free consulting, free translation, and free design work for your advertising. Also, be on the lookout for our monthly special offers.
- 7 We are able to help you run your ad in our next issue

Estimates: census.gov/July 1, 2016 (v2016)

How to Advertise with Us

1



Let us know what your ideas and business needs are.

2



We will send you an artwork-proof via email.

3



Once the final proff is approved, we will strategically locate it in our next issues.



Remember your Final Artwork must be approved by the 20th since we run the first weekend of every month.

Increase Your Sales!
Reach the Hispanic Market

ElAnuncianteFL.com

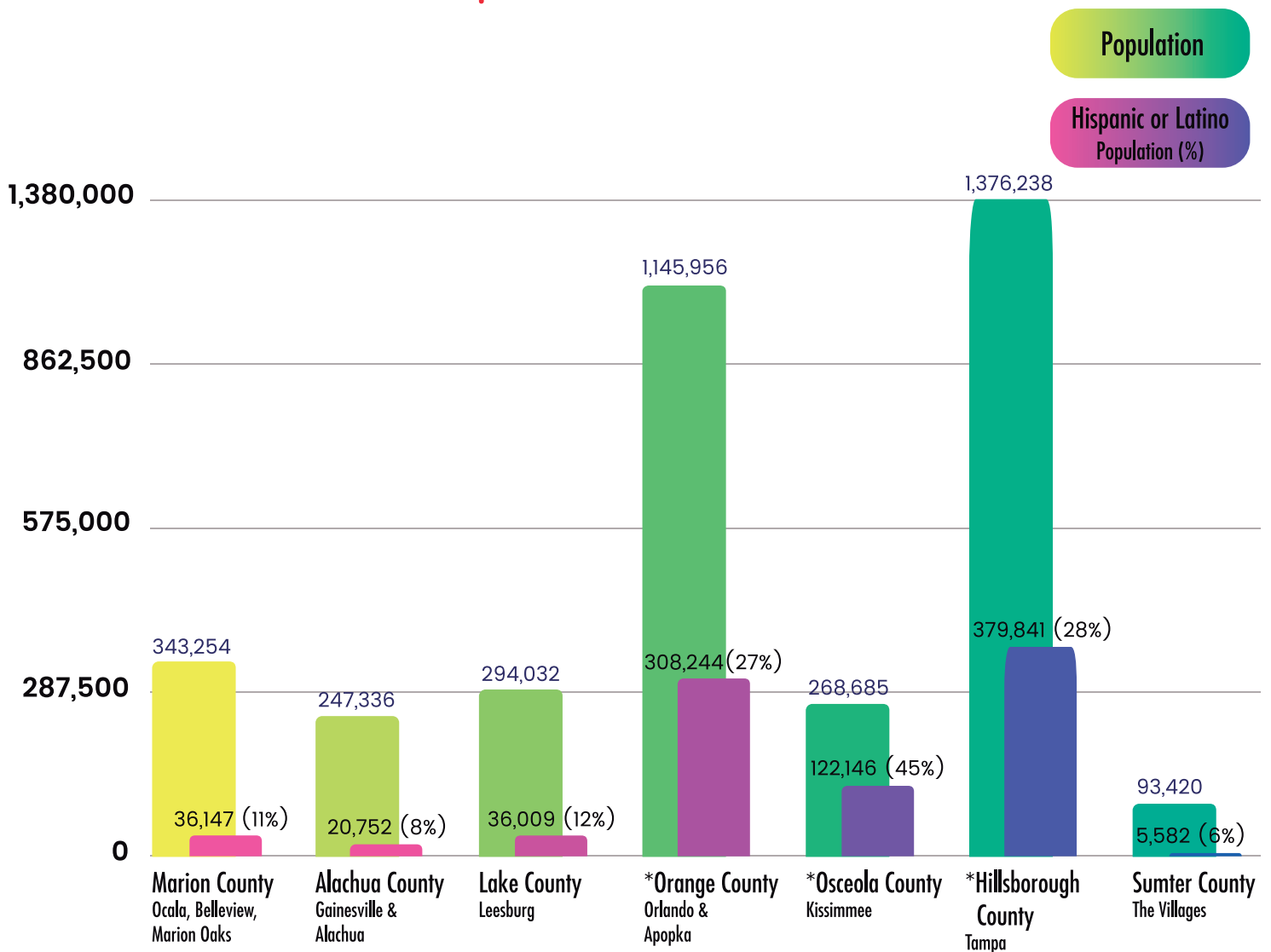
By Latino USA Today



The Best Way to Reach the Hispanic Community

Our Target By Counties

Central FL , North Central FL & Central West FL



Total Population by Counties: 3,768,921

Total Hispanic or Latino Population by Counties 908,721 (24%)

Total Population by Cities: 988,009

Total Hispanic or Latino Population by Cities 210,611 (21%)

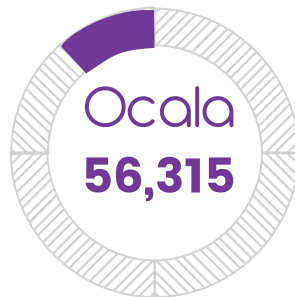
ElAnuncianteFL.com

By Latino USA Today



The Best Way to Reach the Hispanic Community

Our Target By Cities



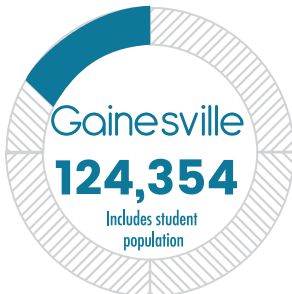
 6,586 (12%)
Hispanics



 594 (13%)
Hispanics



 4,798 (34%)
Hispanics



 12,387 (10%)
Hispanics



 1,805 (8%)
Hispanics



 60,483 (25%)
Hispanics



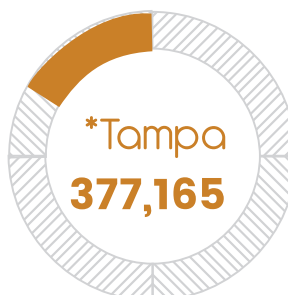
 10,548 (26%)
Hispanics



 35,170 (59%)
Hispanics



 5,582 (6%)
Hispanics



 77,472 (21%)
Hispanics

* Closed in some seasons

Total Population: 1,029,987

Total Hispanic or Latino Population: 215,425 (21%)

Estimates: census.gov/July 1, 2016 (v2016)
suburbanstats.org/race/florida/tampa

ElAnuncianteFL.com

By Latino USA Today



The Best Way to Reach the Hispanic Community

FULL PAGE 10X14"	12 Months contract Black & White: \$333 Per Issue Color \$399 Per Issue	6 Months contract Black & White: \$497 Per Issue Color \$599 Per Issue	3 Months contract Black & White: \$745 Per Issue Color \$893 Per Issue	1 Month contract Black & White: \$1,148 Per Issue Color \$1,380 Per Issue
1/2 PAGE 10X7"	12 Months contract Black & White: \$166 Per Issue Color \$199 Per Issue	6 Months contract Black & White: \$248 Per Issue Color \$297 Per Issue	3 Months contract Black & White: \$376 Per Issue Color \$450 Per Issue	1 Months contract Black & White: \$575 Per Issue Color \$690 Per Issue
5X7" 1/4 PAGE 10X3.5"	12 Months contract Black & White: \$82 Per Issue Color \$99 Per Issue	6 Months contract Black & White: \$119 Per Issue Color \$145 Per Issue	3 Months contract Black & White: \$186 Per Issue Color \$224 Per Issue	1 Months contract Black & White: \$287 Per Issue Color \$345 Per Issue
5X3.5" 1/8 PAGE 10X1.7"	12 Months contract Black & White: \$52 Per Issue Color \$62 Per Issue	6 Months contract Black & White: \$83 Per Issue Color \$99 Per Issue	3 Months contract Black & White: \$114 Per Issue Color \$137 Per Issue	1 Months contract Black & White: \$143 Per Issue Color \$172 Per Issue
1/16 PAGE 2.5X3.5"	12 Months contract Black & White: \$35 Per Issue Color \$42 Per Issue	6 Months contract Black & White: \$52 Per Issue Color \$62 Per Issue	3 Months contract Black & White: \$79 Per Issue Color \$94 Per Issue	1 Months contract Black & White: \$94 Per Issue Color \$113 Per Issue