

**The Latin**  
**MESSAGE**  
BILINGUAL MAGAZINE

**El Mensaje**  
**LATINO**  
REVISTA BILINGÜE

a monthly publication in English and Spanish of



**SERVING SARASOTA • MANATEE SINCE 1993**

**REACHING THE BEST OF BOTH MARKETS**

**2010**  
**media kit**

***“closing the gap between our cultures”***

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Dear Advertiser:

Please review our Media Kit with our compliments. We are happy to see your company as one that recognizes the importance of the Hispanic market in the United States and the need to create brand awareness within such a powerful consumer group.

Keeping this in mind, we feel that our publication, El Mensaje LATINO, can help you reach part of this impressive half trillion dollar consumer segment.

2010 marks our 17th year in circulation serving the advertising needs of more than 1,000 clients. Their sponsorship has helped us bring news, education and information to most of the 60,000+ Hispanic residents in our market area. With our NEW bilingual format, we are now reaching ALL residents in both counties. We decided to change our format this year to help you reach everyone, regardless of language.

We pride ourselves in knowing that our publication is well recognized, not only because it is the longest running Spanish magazine in the West coast of Central Florida, but also because our readers pay close attention to who supports our efforts.

Using El Mensaje LATINO as your Hispanic voice will help you build market presence and brand awareness for generations to come.

We look forward to the opportunity to discuss your advertising needs in detail and will follow up shortly to see if you have any questions about this media kit. In the meantime, if we may be of service, please do not hesitate to call.

Sincerely,

*Germán Calderón*  
Editor / Publisher

# BY 2050, ONE IN FOUR AMERICANS WILL BE HISPANIC... BUILD MARKET PRESENCE AND BRAND AWARENESS FOR GENERATIONS TO COME - THE TIME TO REACH HISPANIC CONSUMERS IS NOW WITH EL MENSAJE LATINO

The following facts show the economic power of the Hispanic community, the fastest-growing segment of the US population - build brand equity with the area's premier publication... El Mensaje LATINO magazine.

## HISPANICS ON THE RISE

The Largest and Fastest-Growing Minority Group in the U.S.

The Hispanic population grew **57.9%** over the last decade, while the overall U.S. population grew only 13.2%.

As the nation's largest minority group, **Hispanics account for 13.4% of the U.S. population** and are forecasted to account for 15.3% by 2020 and 25.1% by 2050.

**The United States has the world's fifth-largest Hispanic population**, after Mexico, Colombia, Spain, and Argentina.

**U.S. Hispanic buying power has risen** from \$233 billion in 1990 to an impressive **\$580.5 billion in 2002**. It is expected to reach \$926 billion in 2007, an increase of over 315 percent and a figure greater than that of any Latin American country. (*Selig Center for Economic Growth, University of Georgia, February 2001*)

America's workforce: Approximately 17.9 million Hispanics are participants in the U.S. labor force. **Hispanics account for nearly a third of the increase in the U.S. labor force in the last 20 years.**

SOURCES: 2000 CONSUMER EXPENDITURE SURVEY; US DEPARTMENT OF EDUCATION; HOT (HISPANIC OPINION TRACKER) STUDY, CHESKIN RESEARCH, 2002

## WHO WE ARE?

The Latin Message (**El Mensaje LATINO**) is a FREE, monthly Spanish/English-language magazine targeted to the growing Hispanic and non-Hispanic markets in the Sarasota-Manatee County area of the Florida Gulf coast.

We have been serving the advertising needs of **more than 1000 clients since October 1993**. We pride ourselves in knowing that our publication is well read and recognized within our peers.

Our **content is educational, community-oriented, humorous and always very positive and optimistic**. We do not believe in printing bad news, since people get those daily on all other mass media.

We use 3<sup>rd</sup> grade-level Spanish and English grammar to **facilitate understanding even to non-native Spanish speakers**. We are proud to say that our magazine is used at various foreign language labs from several local educational institutions.

By advertising in **El Mensaje LATINO** you are **sponsoring our goal to bring education, news and information** to our Hispanic market, at the same time that you get **exposure, recognition and awareness among us**.

## WHY TARGET THE HISPANICS?

Largest underserved minority.

Hispanics account for **13.4%** of the population and have more than **\$595.5 billion in purchasing power**, yet U.S. companies allocate relatively little of their advertising budgets to targeting the Hispanic market. Since 1999, 64% of top companies have invested less than 3.2% of their overall advertising budgets to this emerging market.

**24% of Hispanics**, versus only 8% of non-Hispanics, **strongly agree with the statement "Magazine advertising gives me good ideas of what to buy"**.

**14% of Hispanics**, versus 4% of non-Hispanics, **strongly agree with the statement "I often make purchasing decisions based on advertising."**

The average number of births for U.S. Hispanic women was **3.1** in 2000, far higher than the national average of 2.1. 60% of the U.S. Hispanic population is now native born. — 2002 U.S. Census

"Latino culture is influencing American popular culture just like the African American Hip hop culture has been doing for the last decade." —*Hispanic Market Weekly*

# EL MENSAJE LATINO MAGAZINE

Sarasota / Manatee Edition

With a circulation between 5,000 to 10,000+ copies per month, depending on the season, **El Mensaje LATINO** magazine is distributed to more than 400 strategic locations within 2 counties of the Florida Gulf Coast - Sarasota and Manatee, reaching a population of more than 64,000 Hispanic residents - 13.6% of the total population.

## 2010 RATES

Length	1mo	3mo	6mo	1yr	1.5yr	2yr**	2.5yr**	3yr**	4yr**	5yr**
Discount		5%	10%	20%	30%	40%	50%	60%	70%	75%
Full Pg	\$1,200	\$1,140	\$1,080	\$960	\$840	\$720	\$600	\$480	\$360	\$300
Half Pg	\$800	\$760	\$720	\$640	\$560	\$480	\$400	\$320	\$240	\$200
Quarter Pg	\$400	\$380	\$360	\$320	\$280	\$240	\$200	\$160	\$120	\$100
Business Card	\$200	\$190	\$180	\$160	\$140	\$120	\$100	\$80	\$60	\$50
Back Page*	\$1,800									
Cover Page#	\$2,500									

\* - These are high-demand pages and are rarely available. Please reserve in advance to be placed in our waiting list.

\*\* - Note the large discounts that we offer for long-term contracts. Many of our current customers enjoy these huge discounts because they have advertised their businesses and services continuously with us for many years. We strongly believe in rewarding your loyalty and would like the opportunity to show you our appreciation accordingly. Please consider a long term commitment to save up to 75% off our regular prices.

# - A Cover Page purchase also includes one Full-Page Feature Story at no additional charge. Often used by lawyers, doctors, political candidates, community leaders, etc. Creates instant visibility within our vast readership. Call us for details.

## ADVERTISING SPACE: LEASING POLICIES & CONDITIONS

• We do not actually sell any advertising, we rather lease advertising space in our media to give you exposure within our local Hispanic community. You are totally responsible for the layout and contents of your ad or ads. Although we cannot guarantee any type of results, we do guarantee that your ad will appear in our magazine and will be fully distributed within our distribution area.

• All ads require advance payment before publication until credit has been established and approved.

• Payment is due upon contract signing or receipt of invoice. A tear sheet can be provided if requested. Accounts due over 30 days are liable for and may be charged a 10% late fee per month and all reasonable collection costs.

• Cancellation of advertising cannot be accepted after ad reservation closing date for that issue. Premium placement ads (inside/front/back covers, etc.) are non-cancelable.

• Cancellation must be made in writing and is subject to approval and confirmation by the publisher.

• Way Out: We understand that sometimes an advertiser may be forced to cancel a long-term contract due to unforeseen circumstances. In those cases, we expect to be notified immediately to discontinue the publication of your Ad. We will not hold you liable for the remainder of your contract only if you refund to us, immediately, all discounts

that you received while advertising in our media. This is the only "Way-Out" that we offer to you to settle your breach of contract. No open balance shall remain in your account after cancellation. We will issue a signed "Release of Contract" notice after your open balances are satisfied.

• *BilinguaTec, Inc.* reserves the right to refuse/reject or cancel any advertising considered objectionable at its discretion.

• If, for any reason, we are forced to postpone the publication of any of our monthly runs, we will also postpone the collection of any advertising fees until we are able to continue with our normal operation. Your contract will automatically be adjusted and extended accordingly. We will refund or credit your account if we decide to pull your ad from publication for any reason at our discretion.

• Submission of materials is the responsibility of the advertiser. If ad materials are not received by the due date, the last insertion will be repeated (even if dated in any way).

• Advertiser and advertising agency assume liability for all content in printed advertisements and also assume responsibility for any claims thereby made against the publisher.

• Ads and related materials will not be returned unless specifically requested at the time the insertion order is placed.

• Additional production charges will apply for ad design and any significant modifications on ads submitted as complete.

## ELECTRONIC REQUIREMENTS

### File Format

Our platform is Windows based. Electronic materials should be submitted as tiff, jpg, pdf or Adobe InDesign format. Please make sure that all images and fonts are collected in your disk.

### Acceptable media

CD or Zip. Files may be transmitted via eMail; call BilinguaTec, Inc. at 941-554-7792 for instructions. When telecommunicating files, submit a clean faxed copy of proof.

### Resolution & Color

Size and rotate all graphics with your original application before placement into final ad. Line artwork should be 1200 dpi. Color and B/W photos should be 300 dpi. Please convert all RGB colors to CMYK.

**Publication Trim Size:** 8.125" x 10.75"

**Bleed Area:** Set to 0.25 all around

**Margins:** Top=0.5"; Bottom=0.75"; In=0.5"; Out=0.4667

**Live Area:** Keep live matter at least 0.25" from trim-size edges and 0.375 minimum from gutter for spread ads.

Publisher cannot assure results on across-gutter text/graphics placement.

**Full page within margins:** 7.1667" x 9.5"

**Half page within margins:** 7.1667" x 4.6667"

**Half page with Bleed:** 8.125" x 5.4167" with live area set at 7.1667" x 4.5"

**Quarter page:** 3.5" x 4.6667"

**Business Card:** 3.5" x 2"

**Advertising Materials:** Preferred file format is high-res PDF/X-1a files with at least 300 dpi.

**File Submission:** email to editor@bilinguatec.com

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