

Latintimes

MEDIAKIT

The time to reach affluent Latino consumers and
business leaders is **NOW!**

813.901.5292

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500 LOCATIONS

Latin Times

Dear Business Professional,

Congratulations on taking the first step toward reaching the fastest growing market in the United States!

Latin Times Magazine is a bi-lingual cultural publication that caters to all people interested in learning more about Latin Business, Culture, and Entertainment in Tampa Bay! As you are aware, the US Census bureau recently reported that 1 in every 7 people in the U.S. identify themselves as being of Hispanic heritage. These figures are especially evident in the Tampa Bay area, as Tampa is a favored relocation destination for many Latinos from all over the United States. It has become increasingly apparent that the Hispanic market in Tampa Bay is thriving and businesses can no longer afford to ignore this group of consumers.

Latin Times specializes in providing niche advertising and marketing services, reaching over 80,000 readers with every publication. Our Circulation of 20,000 issues are distributed at select Wal-Mart Stores, 7-Eleven, Bally Total Fitness, Sweetbay Supermarket, Wild Oats Supermarket and at Hollywood Video Stores. Many area Chambers of Commerce and Business Networking Events also carry our publication! Networking Functions include but are not limited to the following:

- o The Tampa Bay Hispanic Chamber of Commerce
- o Hispanic Professional Women Association
- o Free Tampa Bay Networking Events
- o E-WomenNetwork Events
- o 1st. & 2nd. Fridays, Latin ConneXions and others!

Each publication is mailed to local Mayors, community leaders, area associations, and community organizations. **AND Latin Times Magazine** is ALSO distributed at **over 500 additional locations throughout Tampa Bay!** Places such as beauty salons, grocery stores, medical centers and more! If you are looking for a way to advertise to the Latino community of Tampa Bay, *we are your solution!*

Each month, **Latin Times Magazine** hosts a 1st. Latin ConneXions Business Networking Event. These events serve as a business networking opportunity for area professionals and caters predominately to the business community of Tampa Bay. This is an excellent opportunity for you to meet potential clients, business associates or make a new friend.

Thank you, in advance for your time and attention.

Sincerely,

Jolie R. Gonzalez

Latin Times Magazine is an Award Winning Publication!

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500



OUR AUDIENCE

Tampa Latinos Are Active Consumers!

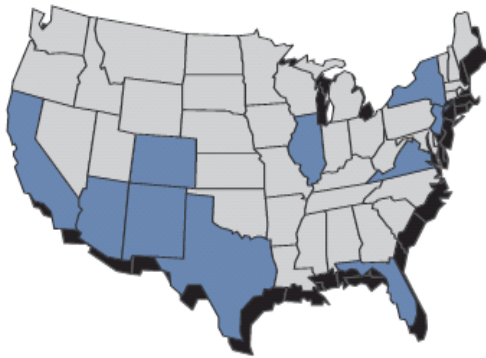
The Stats are in.....

The Hispanic population in the Tampa Bay area has grown more than 120 percent in the last 10 years to an excess of 400,000, and is expected to continue to be the fastest growing segment of the metro area in the coming years! - Tampa Bay Business Journal.

Tampa is as much a multi-cultural city as ever with a thriving and powerful Hispanic population that represents all different Latin American countries. In all, approximately 13% of Tampa's population are Latino and one recent study reported that **one out of every three people in Tampa bears a Hispanic surname.** Tampa Bay is such a multi-cultural hotbed that the area was named one of the five most diverse, integrated urban areas in the country by the U.S. Census Bureau.

HISPANIC BUSINESSES ARE FOUND NATIONWIDE

Top 10 States Based on Number of Hispanic-Owned Companies



1. California	336,405	6. Texas	240,396
2. Florida	193,902	7. New York	104,189
3. New Jersey	36,116	8. Illinois	31,010
4. Arizona	28,894	9. New Mexico	28,285
5. Colorado	20,859	10. Virginia	13,703

(Source: U.S. Census Bureau, 2001)

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MEET TAMPA BAY'S HISPANIC MARKET

Latintimes

"I believe in dreams, and know how hard we all have to work in order to make those dreams come true. That is why I work very hard at helping you achieve a dream." -Jolie

JOLIE R. GONZALEZ
Publisher / Editor In Chief,
Marketing Director

Marti Lopez
Editor / Creative Director

Robert Carmichael
Art Director

Sergio Sodre
Hispanic Market Liaison

Veronica Diaz
Administrative Assistant

JV (Yadir Anggulo)
Periodista - International Market

Roger Perez-Borroto
Community Relations

Max Martin
Chief Account Executive

Rosa Mercado
Special Reporter

Margarita Sodre
Special Reporter

Creative Committee

Jolie R. Gonzalez - Latin Times Magazine
Marti Lopez- Latin Times Magazine
Robert Carmichael - Latin Times Magazine
Sergio Sodre - Ricoh Business Systems
Daisy Medina - Helping The Community
Daniel Crespo - A1-Personnel
Max Martin - TampaBay Latino

**5,000 FULL Color/Glossy Business Cards - 2 Sided
\$250.00 - Design Included!**

Rate Sheet

Print Advertising Rates:

Each Issue Runs for a 60 days period

(Display Ads Do Not Include Graphic Design)

Full Color - Per Issue Pricing

Full Page Ad

3 Issues: \$935.00

2 Issues: \$973.50

1 Issue: \$1017.50

3/4th Page Ad

3 Issues: \$709.50

2 Issues: \$753.50

1 Issue: \$797.50

1/2 Page Ad

3 Issues: \$467.50

2 Issues: \$500.50

1 Issue: \$522.50

1/4th Page Ad

3 Issues: \$352.00

2 Issues: \$385.00

1 Issue: \$412.50

Business Card Size

3 Issues: \$192.50

2 Issues: \$203.50

1 Issue: \$236.50

Premium - Page Locations

Cover: Must be approved by Editor - \$2,500.00

Cover Announcement: \$500.00

Inside Front Cover (Pg 2 & 39) - \$1,430.00

Page 3 - \$1320.00

Feature Page Sponsorship: \$500.00

2 Page - Center Spread - \$2,400.00

2 Page Spread - Misc Location - \$1,900.00

Back Cover (Pg 32) - \$1,800.00

Directory Listing - \$125.00/Year

Web Advertising: Monthly Banners from: \$50.00, Webpage and address from \$75.00 Per Month.

Call For Pricing On: Banners, Car Magnets, WebDesign, Graphics, HTML Emails, Fax/Voice Broadcasting, Marketing Services, Event Coordination and Promotional Items.

DISTRIBUTION:

Latintimes

Free at over 500 Locations!



Pinellas County



Hillsborough County



Distribution locations include:

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Benefits of becoming a Latin Times Magazine!

Referral Services

As a client of Latin Times Magazine, your company would be eligible to receive business referrals from our new Referral Services, which include a free listing on our new website: **Hispanic Business Directory**; plus each day our offices receive phone calls asking for referrals on various types of services, our staff will always referral the business to our clients! **Referral Services Book!** As a client of Latin Times Magazine, your business cards would be included in our Referral Services Book, which is a book that we have developed as a method of offering additional value to the advertising services we over offer our valued clients. These referral books will be made available at local business networking events so that services -people can at that time choose to take one of your business cards with them.

Our eMagazine!

As a client of Latin Times Magazine, your ad would have the added exposure of being distributed as an online publication as an active link on our weekly html newsletter!

Free Web Ads!

As a client of Latin Times Magazine your display ad and a free listing in our partner website:

Tampa Bay Latino – please visit here: <http://www.tampabaylatino.com/Directories/LatinTimeByCategories.htm> and click on our issue to view eMagazine.

Real-Estate Market

Our new section entitled “relocation central” was recently introduced to our publication and online on our website.

Clients purchasing a 3/4 page advertisement or greater and committing to a 6 month advertising period (3 issues) will receive a complimentary 1/2 page industry article –written by your staff and placed within our “relocation central” section. This article will also be featured on our relocation central page within our website along with a LIVE LINK TO YOUR WEBSITE. Limited clients being accepted.

Latin-Restaurants.com

As a client of Latin Times Magazine your Restaurant would receive a FREE listing in our new section entitled “Latin-Restaurants” which is premeiring in June 2006 within our publication and online on our website. Clients purchasing a 1/2 page advertisement or greater and committing to a 6 month advertising period (3 issues) will receive a food and restuarant review. This article will also be featured on our relocation central page within our website along with a LIVE LINK TO YOUR WEBSITE. Limited clients being accepted.