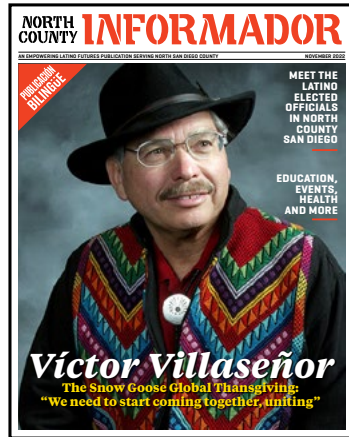
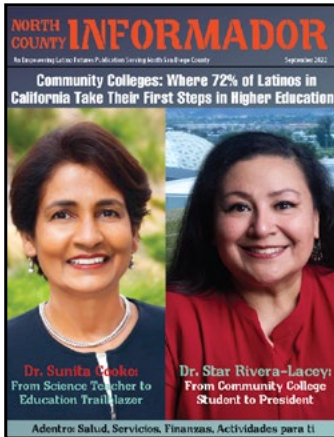


NORTH COUNTY INFORMADOR

2023 Media Kit



North County Informador

The *North County Informador* is a bilingual weekly media outlet targeting communities in the North San Diego region, in particular Latinos.

Reach

The Primary Reach is 32,500 readers in 11,900 households across North San Diego County.

Frequency

The format is both digital (weekly) and print (6 times a year).

Editorial Focus

The primary focus is on Civic Engagement, Education, Cultural Events, Financial Empowerment, Health, Community & Government Services, and Success Stories.

Communities Served Include

Bonsall, Carlsbad, Encinitas, Escondido, Fallbrook, Oceanside, Rainbow, Rancho Santa Fe, San Marcos, Solana Beach, Valley Center, Vista, and Temecula.

North County Informador Mission Statement

North San Diego County is home to an estimated 330,000 Latinos, living in approximately 85,000 households. Even though Latinos have represented 63% of all growth within San Diego County in the past decade, this northern region is a news desert, with no TV or radio media and few publications, nothing in Spanish. The *North County Informador* is a bilingual weekly media outlet targeting underserved local communities in both a digital and print format.

Key NC Informador Data

Measured by the 2022 LatinoLYTICS Readership Audit & the 2022 National Latino Media Study done for North County Informador

Minimum Reader reach with each print issue: **32,500**

Minimum reach in households per issue: **16,400**

Demographics

People Per Household: **4.3**
 Female percentage of the Readers: **78%**
 Married couple with children in the household: **62%**
 Prefer reading in Spanish: **68%**
 Informador readers combined annual income:

\$1.27 billion

Country of Origin

Readers were born in another country or both of their parents were born in another country: **71%**
 Mexican origin percentage of readers: **81%**
 Central American percentage of readers: **7.6%**

TRUST

Readers who said Informador was their BEST or a GOOD SOURCE for **News**: **86%**
 Readers who said Informador was their BEST or a GOOD SOURCE for **Shopping information**: **90%**
 Readers who are Very Concerned about Fake News and Scams from other News Sources: **67%**



NORTH COUNTY INFORMADOR

2023 Rate Card

PRINT Package Rates

These rates are per each individual print issue and include three bonus digital ads for each print ad

	1 or 2 issues	3 issues	6 issues	9 issues
Back Cover, Cover 2	\$3,000	\$2,650	\$2,300	\$2,000
Cover 3	\$2,500	\$2,200	\$2,000	\$1,800
Full Page	\$2,000	\$1,760	\$1,500	\$1,400
Half Page	\$1,300	\$1,145	\$1,000	\$885
Quarter Page	\$800	\$700	\$620	\$545
1/8th Page	\$500	\$440	\$390	\$340

NOTE: Cover 2 is the inside front cover. Cover 3 is the inside back cover. All three cover ads are on glossy paper.

DIGITAL Only Rates

These rates are per each group of THREE weekly digital ads
The Digital Issue distribution is Friday mornings for 49 weeks a year

	3 ads	6 ads	9 ads	12 ads
Large Banner Size	\$300	\$280	\$260	\$240
Medium Banner Size	\$200	\$190	\$180	\$170
Small Banner Size	\$100	\$95	\$90	\$85

Print Ad Sizes

Back Cover, Cover 2	8.125" w x 10.375" h
Cover 3	8.125" w x 10.375" h
Full Page	7.33" w x 9.42" h
Half Page	7.33" w x 4.7" h
Quarter Page	3.58" w x 4.7" h
1/8th Page	3.58" w x 2.35" h

Digital Ad Sizes

Large Banner Size	500 pixels wide by 500 pixels tall
Medium Banner Size	500 pixels wide by 300 pixels tall
Small Banner Size	500 pixels wide by 100 pixels tall

Deadlines

PRINT SPACE DEADLINE: The 10th of the month prior to the issue date.

PRINT CREATIVE DEADLINE: The 17th of the month prior.

When these dates fall on a weekend, the deadline becomes the following Monday.

DIGITAL SPACE DEADLINE: The Friday one week prior issue.

DIGITAL CREATIVE DEADLINE: The Tuesday one week prior to issue.

Informador Bonuses

For EVERY PRINT ad you place, you will receive:

* The same sized ad in the NEXT ePublication issue.

* Three eNewsletter ads in the following sizes:

For full page print ads: Large banner size.

For half page print ads: Medium banner size.

For quarter page or smaller print ads: Small banner size.

Nonprofit & Government Discounts

All Nonprofits receive a 20% discount on all prices.

All Government and Educational Institutions receive a 10% discount on all prices.

Latino Book & Family Festival Packages

Any Informador ad buy between \$250 and \$1,000 get one free BYOC booth at the next Latino Book & Family Festival.

Any Informador ad buy over \$1,000 gets 35% off of whatever Partnership package they choose within the LBFF packages.

Get a FREE ad for every THREE paid ads placed

For every THREE ads placed in 2023 issues will receive ONE equal sized ad FOR FREE in an issue of your choosing.

We have 14 Category one & two page Packages profiling our readership from the 2022 National Latino Media Study

- Automobile Preferences
- Civic Involvement
- Digital Preferences
- Entertainment Preferences
- Financial Services
- Food Expenditures (For home and restaurant expenditures)
- Health Services
- Housing & Home Ownership
- Insurance Services
- Local Professional Services
- Shopping Preferences
- Major Planned Purchases
- Telecommunications
- Travel & Gaming Plans

Please email or phone your Informador contact for a copy

NORTH COUNTY INFORMADOR

Sign Up Now & Save

Please choose the size ad you desire and the issue or issues you want to be in. You can phone your NC Informador rep with any questions.

Desired Print Ad Size

Check the size you want)

A. Check the PRINT AD SIZE you want

- Back Cover, Cover 2 8.125" w x 10.375" h
- Cover 3 8.125" w x 10.375" h
- Full Page 7.33" w x 9.42" h
- Half Page 7.33" w x 4.7" h
- Quarter Page 3.58" w x 4.7" h
- 1/8th Page 3.58" w x 2.35" h

B. How Many PRINT Ads Do You Want

- 1 ad 2 ads 3 ads 4 ads 5 ads
 6 ads 7 ads 8 ads 9 ads 10 ads

C. Issues For Your Ads

For each PRINT issue, also pick one ePUBLICATION issue. Check the issue(s) you want your ad to run:

- February 2023 *ePublication*
- March 2023 *Print Issue*
- April 2023 *ePublication*
- May 2023 *ePublication*
- June 2023 *Print Issue*
- July 2023 *ePublication*
- August 2023 *ePublication*
- September 2023 *Print Issue*
- October 2023 *ePublication*
- November 2023 *Print Issue*
- December 2023 *ePublication*

Digital Ads

A. Check the DIGITAL AD SIZE you want

- Large banner 500 pixels wide by 500 pixels tall
- Medium banner 500 pixels wide by 300 pixels tall
- Small banner 500 pixels wide by 100 pixels tall

B. How Many Ads Do You Want

- 3 ads 6 ads 9 ads 12 ads

C. What Week Do You Want To Start The Ads

Please start these digital ads the week of:

Please contact

Ellen Fusco

Partnership Development Coordinator
ellenfusco2020@outlook.com 760-970-6661

Edward Becerra

ELF Board Member
EducationBeginsInTheHome@gmail.com
760-681-9950

Kirk Whisler

ELF President
kirk@whisler.com 760-579-1696

PAYMENT IS DUE ONCE EACH AD HAS RUN

SEND PAYMENT: Send a check or use your credit card below

Total Owed: \$ _____

Credit Card #: _____

Expiration: _____ CVV: _____ Zip code: _____

Make checks payable to **Empowering Latino Futures**. Mail to:

Empowering Latino Futures
624 Hillcrest Ln.
Fallbrook, CA 92028

SIGN UP HERE

Company: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Your Products/Services: _____