

TARGETED ADVERTISING

Print • Online • Social Media Exposure

PRINT ADVERTISING RATES & SIZES

Publication Size: 10.75" x 12" (All Rates Are Net)

Size	Dimensions	Zone 1 (Houston) B/W Color	Zone 2 (DFW) B/W Color	Zone 3 (SA/Austin) B/W Color
Double Truck	21.25 x 10	\$13,500 \$14,000	\$10,000 \$10,500	\$8,000 \$8,500
Full Page	9.75 x 10	\$6,652 \$7,152	\$4,779 \$5,279	\$3,755 \$4,255
Half Page-H	9.75 x 5	\$3,734 \$4,234	\$2,612 \$3,112	\$2,203 \$2,703
Half Page-V	4.875 x 10	\$3,734 \$4,234	\$2,612 \$3,112	\$2,203 \$2,703
Quarter Page	4.875 x 5	\$2,900 \$3,400	\$1,900 \$2,300	\$1,600 \$2,000
Bottom Strip	9.75 x 2	\$2,000 \$2,400	\$1,500 \$2,000	\$1,000 \$1,500

B/W = Black & White • Color = Full Color

All print advertising rates are per issue.

ONLINE ADVERTISING

Placement	Frequency	Rate
Website Banner	30 Days	\$295
Homepage Banner	30 Days	\$495
Mobile Banner	30 Days	\$395
Sponsored Article	Permanent Placement	\$750
Homepage Featured Story	7 Days	\$1,250

SOCIAL MEDIA ADVERTISING

Product	Frequency	Rate
Facebook Sponsored Post	1 Post	\$250
Instagram Sponsored Post	1 Post	\$250
Facebook & Instagram Boost	7-Day Campaign	\$495
Video Promotion Campaign	14-Day Campaign	\$995
ZIP Code Targeted Campaign	30-Day Campaign	\$1,250

TARGETED ADVERTISING PACKAGES

Package	Campaign Length	Investment
Growth	30 Days	\$5,000
Influence	30 Days	\$7,500
Impact	90 Days	\$20,000
Pinned Video Ad	30 Days	\$50,000

Growth Package – 1 Print Advertisement (Half Page), Website Banner (30 Days), 8 Social Posts, Sponsored Article, Monthly Reporting.

Influence Package – 2 Print Advertisements (Half Page), Premium Banner, 16 Social Posts, 2 Sponsored Articles, 2 Email Blasts.

Impact Package – Weekly Print Advertising (Quarter Page), Premium Website Placement, Daily Social Promotion, 4 Sponsored Articles, 4 Email Blasts.

Pinned Video Ad – Top Website, Facebook & Instagram placement for 30 Days with 24/7 visibility.

Advertising campaigns combine print, online, email, and social media exposure to maximize frequency and audience reach across Texas.

HISPANIC INFORMER

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