



HISPANIC NEWS

Media Kit 2023



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As of 2011 the city of Houston is **44%** Hispanic. Racial and ethnic diversity in Houston and Greater Houston increases further from the center of the city.

Monthly
Publication

Serving the greater Houston, Gulf Coast and Southeast Texas region

50,000

Circulated Monthly

September 1, 2019 to August 2, 2020



Volume 1

Sunday, September 1, 2019

Vol. 1 - Number 1

Sunday, October 6, 2019

Vol. 1 - Number 2

Sunday, November 3, 2019

Vol. 1 - Number 3

Sunday, December 1, 2019

Vol. 1 - Number 4

Sunday, January 5, 2020

Vol. 1 - Number 5

Sunday, February 2, 2020

Vol. 1 - Number 6

Sunday, March 1, 2020

Vol. 1 - Number 7

Sunday, April 5, 2020

Vol. 1 - Number 8

Sunday, May 3, 2020

Vol. 1 - Number 9

Sunday, June 7, 2020

Vol. 1 - Number 10

Sunday, July 5, 2020

Vol. 1 - Number 11

Sunday, August 2, 2020

Vol. 1 - Number 12



**Published the first
Sunday of every month**



In 2016 the Houston population was estimated to be **2,239,558**. One of the fastest growing cities in the United States.

Serving the greater Houston, Gulf Coast and Southeast Texas region

50,000

Circulated Biweekly

September 6, 2020 to August 22, 2021



Volume 2

- Sunday, September 6, 2020**
Vol. 2 - Number 1
- Sunday, September 20, 2020**
Vol. 2 - Number 2
- Sunday, October 4, 2020**
Vol. 2 - Number 3
- Sunday, October 18, 2020**
Vol. 2 - Number 4
- Sunday, November 1, 2020**
Vol. 2 - Number 5
- Sunday, November 15, 2020**
Vol. 2 - Number 6
- Sunday, November 29, 2020**
Vol. 2 - Number 7
- Sunday, December 13, 2020**
Vol. 2 - Number 8
- Sunday, December 27, 2020**
Vol. 2 - Number 9

- Sunday, January 10, 2021**
Vol. 2 - Number 10
- Sunday, January 24, 2021**
Vol. 2 - Number 11
- Sunday, February 7, 2021**
Vol. 2 - Number 12
- Sunday, February 21, 2021**
Vol. 2 - Number 13
- Sunday, March 7, 2021**
Vol. 2 - Number 14
- Sunday, March 21, 2021**
Vol. 2 - Number 15
- Sunday, April 4, 2021**
Vol. 2 - Number 16
- Sunday, April 18, 2021**
Vol. 2 - Number 17
- Sunday, May 2, 2021**
Vol. 2 - Number 18

- Sunday, May 16, 2021**
Vol. 2 - Number 19
- Sunday, May 30, 2021**
Vol. 2 - Number 20
- Sunday, June 13, 2021**
Vol. 2 - Number 21
- Sunday, June 27, 2021**
Vol. 2 - Number 22
- Sunday, July 11, 2021**
Vol. 2 - Number 23
- Sunday, July 25, 2021**
Vol. 2 - Number 24
- Sunday, August 8, 2021**
Vol. 2 - Number 25
- Sunday, August 22, 2021**
Vol. 2 - Number 26



**Published every
two weeks**

**Biweekly
Publication**



Give your business growth
Advertise with Noticias Hispanas
and let us help your company grow.



Small Business Advertising

Just provide your business card and we'll take care of the rest. We take pride in helping out the little guy.

- Minimum 300dpi
- Scanned high res file
- Physical card to scan
- Text file with information
- All discounts require a signed contract
- Email files to prod@hispanic-news.com

3.5x2in

Business card will be adjusted to fit our size requirements.

Artwork drop dead is 12:00 noon, Friday, 2 days prior to publication

2x3.5in

Vertical Business card will be adjusted to fit our size requirements.

Artwork drop dead is 12:00 noon, Friday, 2 days prior to publication

Specs ROP

PRINT AD
RATES,
SPECIFICATIONS
& PAYMENT

Tabloid 10.75 x 12" High - NET RATE SHEET

- Publication day is Sunday
- SEND AD' AS PDF (MINIMUM 300 DPI) 9.75" X 10" IMAGE AREA, 50# OFFSET, NO BLED AND NO TRIM
- DEADLINE: ROP Insertion Order is 5:00 pm Wednesday five (5) days Prior to Publication at sales@hispanic-news.com
- DEADLINE: ROP Art Work Drop Dead is 12:00 noon Friday three (3) days Prior to Publication at prod@hispanic-news.com

Sizes and Rates

45,000 COPIES WEEKLY
GREATER HOUSTON

Ad Size	Width	Depth	B/W Rates	4/Color Rates
Double Truck	21.25"	10.00"	\$11,000.00	\$11,500.00
Full Page	9.75"	10.00"	\$5,200.00	\$5,700.00
Jr Full Page	7.8"	10.00"	\$4,200.00	\$4,700.00
1/2 Page Hor.	9.75"	5.00"	\$3,200.00	\$3,700.00
1/2 Page Ver.	4.875"	10.00"	\$3,200.00	\$3,700.00
1/4 Page	4.875"	5.00"	\$1,600.00	\$2,100.00
Bottom Strip	9.75"	2.00"	\$1,000.00	\$1,500.00

PAYMENT ALL INVOICES ARE DUE UPON RECEIPT

PLEASE BE ADVISED THAT THIS COMPANY DOES NOT PROVIDE CREDIT FOR ITS ADVERTISERS.

SHOULD YOU HAVE ANY QUESTIONS PLEASE CONTACT THE PUBLISHER AT 713-692-1892 OR EMAIL SALES@HISPANIC-NEWS.COM

WIRE PAYMENT TO: GREATER TEXAS CREDIT UNION - ROUTING # 314977337 - 6411 NORTH LAMAR BLVD - 6411 AUSTIN, TX 77752

CREDIT ACCOUNT NAME: HISPANIC NEWS - ACCOUNT# 32513723 - 6130 WHEATLEY ST - HOUSTON, TX 77091



Preprint

Deliver to Tristar Web Graphics

4010 Airline Dr., Houston, TX 77022

Size of Preprints

4 Tab STD

8 Tab - 4 STD

12 Tab - 6 STD

16 Tab - 8 STD

20 Tab - 10 STD

24 Tab - 12 STD

Distribution Rate

\$50 per M

\$60 per M

\$65 per M

\$70 per M

\$75 per M

\$80 per M

Reach households

with our
distribution shared
mail programs

Online Rates

Type	1 Month	3 Months	6 Months	3 Months
300 x 250	\$380	\$990	\$1,680	\$2,760
728 x 90	\$520	\$1,410	\$2,520	\$4,440
300 x 600	\$720	\$2,010	\$3,720	\$6,840

Circulation

Zip Code Circulation

77011	1090
77012	1150
77023	1420
77017	1220
77009	1540
77093	1665
77087	1310
77003	330
77076	1085
77081	1770
77020	935
77022	1025
77037	600
77039	840
77013	540
77055	1235
77080	1300
77060	1000
77029	500
77007	610
77038	550
77075	565
77034	650
77061	610
77092	865

Houston, Texas

← LOCATION, POPULATION, NATIONAL RANK, CIRCULATION NUMBERS

Quick Facts

- **11.8 million**
Hispanic family households in the united states
- Hispanic population has an estimated purchasing power of about 1 trillion, larger than the purchasing power of 14 countries worldwide
- Hispanic Texans are on pace to becoming largest population group in state by 2022

