

Gente de Minnesota



Effective January 2008

[Profile]

Founded:	January 1997	Circulation:	15,000 copies
Publisher:	Juan Carlos Alanis	Rack distribution:	15,000
Website:	gentedeMinnesota.com		Free Distribution
Frequency:	Weekly	Coverage:	Twin Cities Metro
Publishing day:	Friday	Page Count:	12-16
Format:	Tabloid	Lenguaje:	100% Spanish
Size:	10.5"x12.5"		

> Editorial mission

- To serve our community with reliable and timely information, both local and non-local, that affects their lives.
- To provide empowerment and education through knowledge and information.

> Target reader:

- First/second generation Latino immigrants, ages 21-54.
- 75% are Mexican
- 90% prefer Spanish

> Readership

-55,000 (estimated 3.5 readers per copy)

> Widest distribution

-With its wide racks distribution, "Gente" is the Latino publication with the most market penetration in Latino households in Minnesota.



[Deadlines]

Space Reservation: Friday 6 pm
Materials submission: Monday 5 pm
Classifieds: Tuesday 5 pm
Fax ads hardcopies to: 612-729-5999
Email ads to: ads@lcn media.com
JPG, PSD, AIs, PDFs & EPSs preferred

[Frequency Discounts]

6-12 Weeks	5%	26-51 Weeks	15%
13-25 Weeks	10%	52+ Weeks	20%

Pre-payment 5% extra discount

[Rates]

> Modular Rates for ROP (Net)

Full Page	\$1,944
1/2 Page	\$1,020
1/3 Page	\$ 680
1/4 Page	\$ 510
1/6 Page	\$ 340
1/8 Page	\$ 255
1/12 Page	\$ 170

Agencies add 15%

> Color Process Fees

Full Page:	Add \$300
1/2 Page:	Add \$150
1/4 Page & <	Add \$ 75

> Premium Placement:

Minimum 1/4 Page Add 10%

> Open Rates for FSIs (Inserts):

Per 1000s:	\$100
Minimum Qty:	5000
Max Size:	10"x12"

> Open Rates for Classifieds Col-inch:

Local Net:	\$20
National Net:	\$24

> Classified Column Size:

1 Column = 1.80"	4 Columns = 7.57"
2 Columns = 3.72"	5 Columns = 9.50"
3 Columns = 5.65"	

[Modular Advertising]

The following table shows the most common ad prices and sizes:

Modular Ad Prices					
BW	Open	6-12x	13-25x	26-51x	52+
Full	\$1,944	\$1,847	\$1,743	\$1,652	\$1,555
1/2	\$1,020	\$969	\$918	\$867	\$816
1/3	\$680	\$646	\$612	\$578	\$544
1/4	\$510	\$485	\$459	\$434	\$408
1/6	\$340	\$323	\$306	\$289	\$272
1/8	\$255	\$242	\$230	\$217	\$204
1/12	\$170	\$162	\$153	\$145	\$136

Please note: above rates are NET "per insertion", don't include prepay discounts

Modular Ad Sizes					
A1 Full Page:	9.65"x11.50"				
B1 1/2 Vertical:	4.67"x11.50"				
B2 1/2 Horizontal:	9.65"x 5.67"				
C1 1/3 Vertical:	3.06"x11.50"				
C2 1/3 Horizontal:	9.50"x 3.73"				
D1 1/4 Vertical:	4.67"x 5.67"				
D2 1/4 Horizontal:	9.50"x 2.76"				
D3 1/4 Columnal:	2.26"x11.00"				
E1 1/6 Vertical:	4.67"x 3.73"				
E2 1/6 Horizontal:	9.50"x 1.79"				
F1 1/8 Vertical:	2.26"x 5.67"				
F2 1/8 Horizontal:	4.67"x 2.76"				
G1 1/12 Horizontal:	4.67"x 1.79"				