

Media Kit 2012

El Nuevo Georgia

“Siempre presente en la comunidad Hispana”



El nuevo
Georgia

[Www.elnuevogeorgia.com](http://www.elnuevogeorgia.com)

NEWSPAPER OVERVIEW:

EL NUEVO GEORGIA is the most innovative media for effectively reaching the fastest growing segment of America's new population- The Latino Market. The Latino population is the largest minority market in the U.S.

EL NUEVO GEORGIA is the a combination of style and format of both newspaper and magazine to reach, inform and entertain the widest possible audience. Highly visual, creative and fast paced articles draw immediate attention to every page. Catchy, informative headlines and photographs captivate the reader and stir their interest.

EL NUEVO GEORGIA publishes the latest information on local, state, national and Latin American International news including sports pages. Each issue also provides captivating articles about Education, Culture, Health, Immigration, Entertainment and much more!

EL NUEVO GEORGIA is a newspaper created and edited by professional Latino journalists with over 10 years of exceptional performance.

We encourage you to review the **EL NUEVO GEORGIA's** media kit and let us show you how to reach out and connect with the exploding Hispanic market **TODAY!** We look forward to promoting your business and we will be honored to add you as another of our satisfied and valued clients.



Advertising Advantages in EL NUEVO GEORGIA:

EL NUEVO GEORGIA has positioned itself in #1 Georgia's Hispanic Community as a family friendly source of local, national and international news.

PUBLICATION: Published since March of 1998

CIRCULATION: 20,000 issues

FREQUENCY: Biweekly, Thursdays

COST PER COPY: Free to all readers

SIZE: 10.25" X 11.225"

VISION: To create a strong, well informed community grounded in character, honor and respect.

MISSION: EL NUEVO GEORGIA offers marketers an opportunity unique in the newspaper industry. We encourage our advertisers to contribute "op-ed" content pieces in conjunction with display advertising initiatives. In this way, our marketers leverage our media channel to build consumer relationships at the grassroots level, through education, information and recommendations for "best practice" usage of their particular products/services for maximized lifestyle.

AFFILIATIONS: Georgia Hispanic Chamber of Commerce, and Mexican American Business Chamber, Atlanta Christians in Business Network and finally, New America Media.

COVERAGE: Biweekly your ad is in a predominately staff written editorial environment that includes:

- Local News
- Latin American News
- National News
- Sports
- Immigration/Laws
- Health
- Corporate
- Insurance/advocacy
- Community Events/ Entertainment
- Housing
- Directories
- Automotive
- Restaurants
- Financial
- Faith
- Education
- Opinion by our Readers
- Classifieds

DEMOGRAPHICS and DISTRIBUTION

POPULATION: 3,813,700 around the 10 county Atlanta Metropolitan area.
498,577 Hispanic around EL NUEVO GEORGIA'S distribution area.

ORIGIN:

Mexico	63%
Puerto Rico	7.3%
Guatemala	4.3%
El Salvador	4.1%
Colombia	3.8%
Dominican Republic	1.6%
Other	15.9%

GENDER OF READERS:

Male	50%
Female	50%

AGE OF READERS:

19 - 30 years	20%
31 and up	80%

81.2% of our readers purchased or used any products of ads displayed in our newspaper on 2010

DISTRIBUTION BY COUNTY:

Cobb	3,430
Dekalb	4,700
Gwinnett	5,070
Fulton	5,100
Others	1,700

Metropolitan Atlanta Hispanic population went up 362%, since 1990.

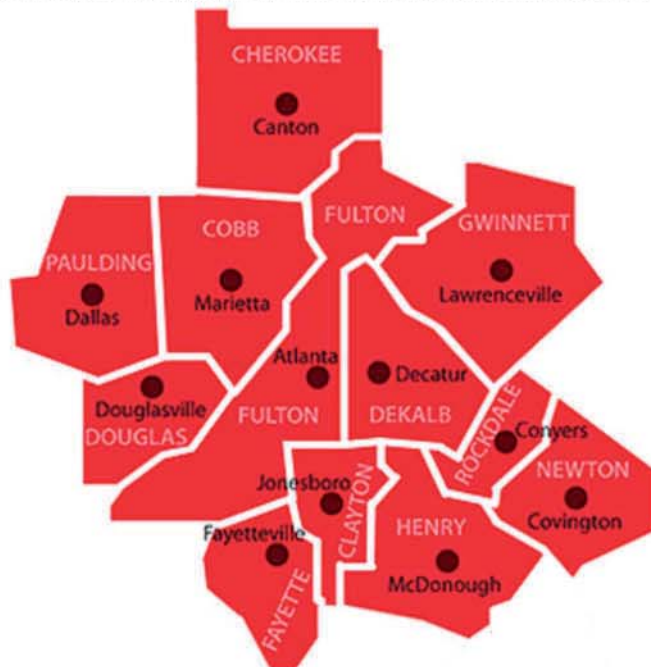
The Hispanic population now make up 7.5% of metro Atlanta residencies.

Sources: U.S. Census Bureau 2008

(2010 Census information has not been collected yet)

ZIP CODES

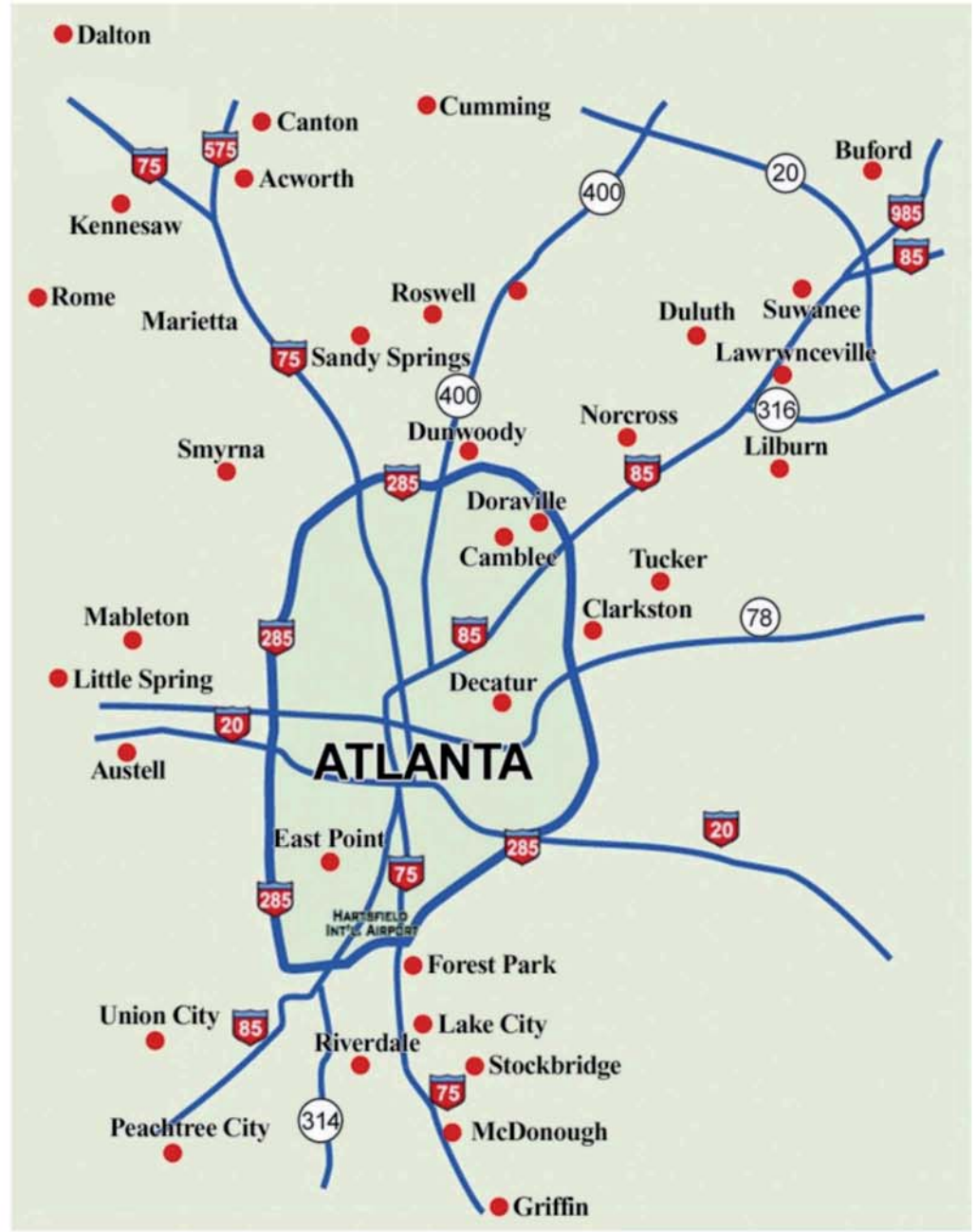
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30040	30223	30024	30134
30044	30252	30032	30144
30047	30260	30035	30188
30062	30274	30043	30214
30067	30291	30045	30236
30075	30303	30060	30253
30078	30308	30064	30273
30083	30311	30071	30297
30087	30319	30076	30305
30093	30324	30080	30309
30097	30327	30084	30318
30102	30329	30092	30322
30326	30334	30360	30518
30328	30347	30504	30093



EL NUEVO GEORGIA distributes to 36 cities and 13 counties around the Atlanta metropolitan area.

DISTRIBUTION CITIES:

- Clermont**
- Atlanta,**
- Alpharetta**
- Marietta**
- Douglasville**
- Kennesaw**
- Austell**
- Villa Rica**
- Suwanee**
- Sandy Springs**
- Lithia Springs**
- Woodstock**
- Jonesboro**
- Suwanee**
- Decatur**
- Stockbridge**
- Cumming**
- Snellville**
- Lilburn**
- Forest Park**
- Norcross**
- Loganville**
- Roswell**
- Smyrna**
- Tucker**
- College Park**
- Dunwoody**
- Doraville**
- Chamblee**
- Duluth**
- Acworth**
- Canton**
- Austell**
- Buford**
- Mableton**
- Powder Springs**



OPEN RATES

Effective January 2011

Full Color

Prices

Front Full Page	\$1800
Front News Article	\$1500
Front Banner	\$ 500
Back Page	\$1600

Full Page	\$1200
Half Page	\$ 600
Quarter Page	\$ 300
Eighth Page	\$ 175
Business Card 3.31" x 2.21"	\$ 80

Black and White

Prices

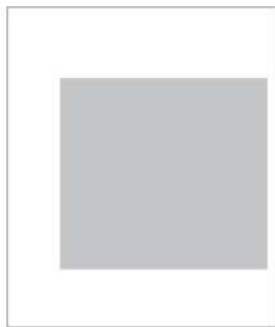
Full Page	\$850
Half Page	\$425
Quarter Page	\$220
Eighth Page	\$ 110
2x2 (business card) 3.31" x 2.21"	\$ 60
2x1 (classified with border) 1.58" x 2.69"	\$ 30
Classified Ad Max of 20 words	\$ 20

FBI (Inserts)

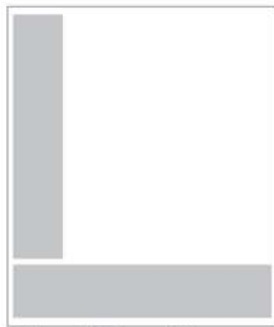
Local Newspaper: \$60 per 1,000
Minimum: 3,000



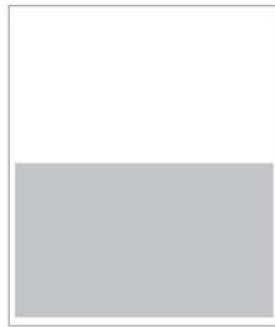
Full Page
10.25" x 11.225"



Front News Article
6.3" x 7.4"



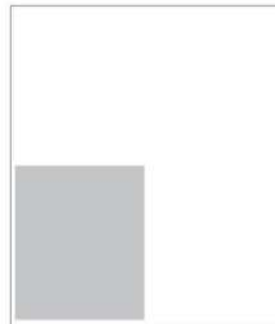
Front Page Banners
10.25" x 1.97" H
1.8" X 9.33" V



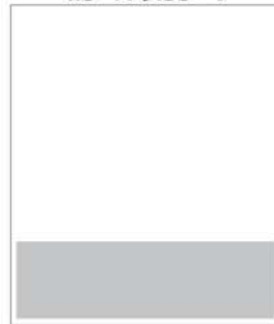
Half Page Horizontal
10.25" x 5.535"



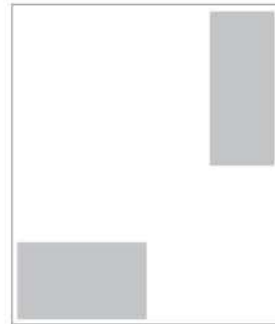
Half Page Vertical
5.045" x 11.225"



Quarter Page V.
5.045" x 5.535"



Quarter Page H.
10.25" x 2.69"



Eighth Page
5.045" x 2.69"

CONTRACT RATES

Effective January 2011

Full Color

8 publications:

13 publications:

26 publications:

Front Banner	\$ 600	\$400	\$300
Back Page	\$1000	\$900	\$800
Full Page	\$ 850	\$650	\$550
Half Page	\$ 575	\$375	\$275
Quarter Page	\$ 280	\$240	\$160
Eighth Page	\$ 160	\$ 120	\$ 80
Business Card	\$ 70	\$ 60	\$ 50

Black and White 30% less of price list

Black and White

8 publications:

13 publications:

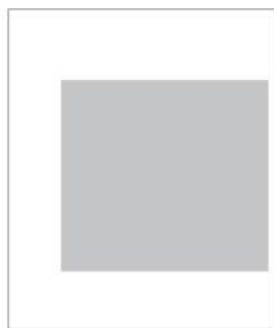
26 publications:

2x2 (business card)	\$ 50	\$ 40	\$ 30
2x1 (classified with border)	\$ 25	\$ 20	\$ 15

Classified Ad Maximum of 20 words \$15 per publication for 8 publications or more



Full Page
10.25" x 11.225"



Front News Article
6.3" x 7.4"



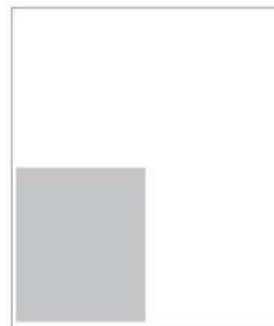
Front Page Banners
10.25" x 1.97" H
1.8" X 9.33"



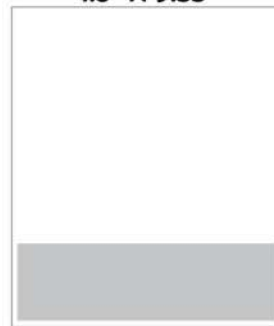
Half Page Horizontal
10.25" x 5.535"



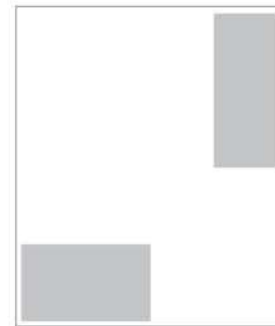
Half Page Vertical
5.045" x 11.225"



Quarter Page V.
5.045" x 5.535"



Quarter Page H.
11.225" x 5.535"



Eighth Page
5.045" x 2.69"

TERMS AND CONDITIONS

Advertising accepted by EL NUEVO GEORGIA, is subject to all terms and conditions:

Our readers trust us for the most comprehensive and creditable news and information. We are loyal to our community and reserve the right not to publish any advertising which may damage the integrity and/or safety of our readers.

Ad deadlines are due before Monday at 12pm on the week of scheduled ad if ad is already designed. If client needs EL NUEVO GEORGIA to design an ad to be published the deadline will be Friday at 5pm on the previous week of scheduled ad.

Accepted Formats: PDF & JPEG

Important: Images in files must be at 300 dpi in CMYK

We accept cash if you have a personal sales representative **ONLY**. Money orders and checks are payable to EL NUEVO GEORGIA and needs to be sent to:

EL NUEVO GEORGIA

Alejandra Urrego

P.O. BOX 2644

Norcross, GA 30091

To pay by American Express, Visa, Discover or Master Card please call:

Alejandra Urrego

General Manager

770-905-2819

We do artwork and translation free of charge if needed.

E-mail your artwork to maul@galatinonews.com

News Articles must be sent to editor@galatinonews.com if article needs translation please contact your sales representative for more information.