

# Diario Las Américas



**Diario Las Américas**

[www.DiarioLasAmericas.com](http://www.DiarioLasAmericas.com)

[f /diariolasamericas](https://www.facebook.com/diariolasamericas)

[@Dlasamericas](https://twitter.com/Dlasamericas)

[@diariolasamericas](https://www.instagram.com/diariolasamericas)

## Contact information

888 Brickell Ave., 5th Floor. Miami, FL 33131

Phone: (305) 633-3341 / (305) 633-0554 / Fax: 305-374-8130

[redaccion@diariolasamericas.com](mailto:redaccion@diariolasamericas.com)

For all advertising and promotional opportunities contact:

(305) 350-3480 / (305) 633-3341 Ext: 2260 / (1855) DLANEWS (352-6397)

[ventas@diariolasamericas.com](mailto:ventas@diariolasamericas.com)

For classified contact: (305) 633-0554 or visit [www.dlaclasificados.com](http://www.dlaclasificados.com)

# A Multimedia Platform Offer

Founded in 1953, DIARIO LAS AMÉRICAS has written in Spanish the history of daily events in South Florida, the United States, Latin America and the world.

Today, after 66 years of life, this newspaper has evolved in a complete multiplatform source of information, that marks a reference to the hispanic people in Miami-Dade and Broward.

We invite you learn more about us and become part of one of the most re known communications media by advertising with us in all or any of our platforms.



## Why DIARIO LAS AMÉRICAS?

1

A true alternative to directly target the Hispanic community in south Florida (the fastest growing community in Florida and the United States, with a buying strong buying power).

2

Its multiplatform allows you to connect both digitally and physically with your audience, and it offers you different advertising options to best serve your needs.

3

Its enriched content, modernized format and exceptional editorial team is designed to attract a broad range of market segment.

4

Our expertise lies in helping advertisers interested in the Hispanic market translate ad dollars into profit.

5

Customized and competitive priced solutions demonstrate our commitment to partner with you and create strategic alliances that guarantees a successful campaign.

## Our products

### Printed Newspaper

With a new and improved tabloid size, DLA's weekly printed edition counts with 40 pages of the most relevant news from Latin America and around the world. This convenient size has become the preferred information source for South Florida latin market; and our Clasificados the most consulted pages for those that need buy or sell any product or service.



### Social Media Channels

DLA have a very important number of followers through our Social Media Channel, that not only help us to get closer to our clients, but also work as an excellent tool to promote any business to a younger target.



### Webpage

With an exponential growth, since our relaunching, DiarioLasAmericas.com has become the main source of digital information for the latin market of US and the rest of America. Our top of the line coverage, characterized by the most strict objectivity, gives access to the information, seconds after the news occurs.



### Other Editorial Products

DIARIO LAS AMÉRICAS also works as an editorial developer, producing monthly special sections and contents about themes relevant for the Miami and US population. Content related to Health, Wellness, Tax, Independences, etc.; as interviews to great personalities, can also be found as part of our editorial offer.



### Digital TV

The people way to consume the information has suffered changes, and the audiovisual has become a preferred way to get informed online. That's why, DIARIO LAS AMÉRICAS, has also developed a group of programs to be seen via Facebook Live, YouTube and DiarioLasAmericas.com, to target that audience.

### Newsletter

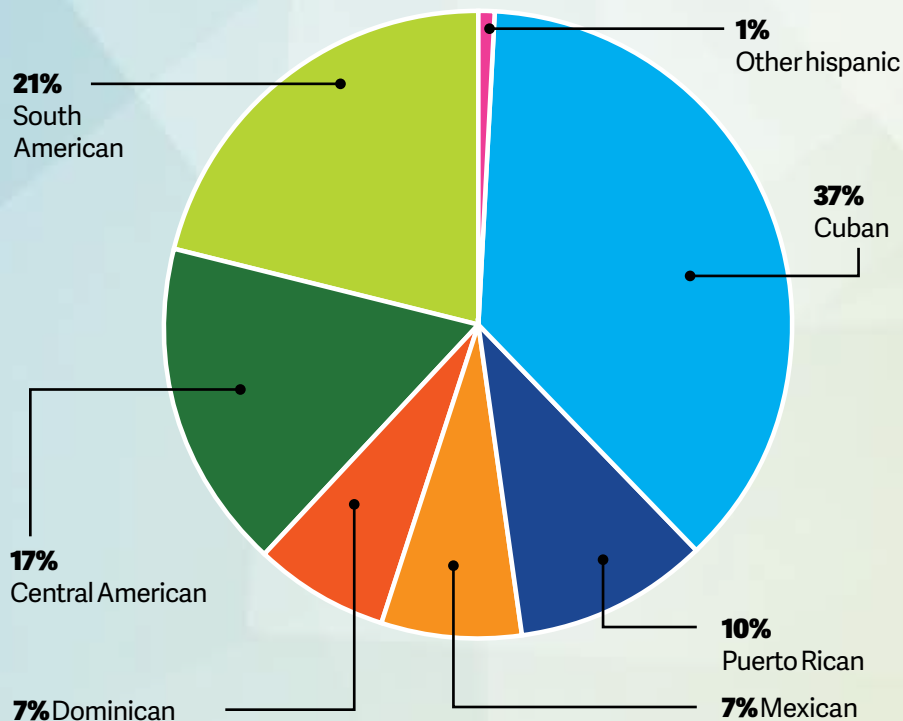
+15,000 users segmented database; our daily newsletter; and weekly Dinero Edition Newsletter, are the perfect tools to approach your direct target via online.



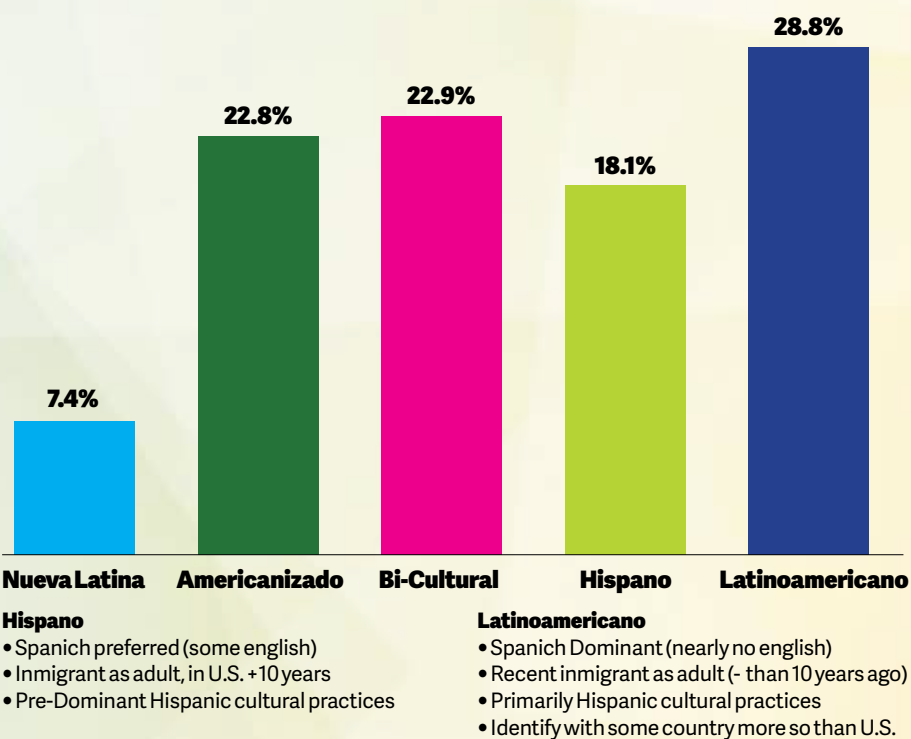


# Demographics

## Market



## Target



# Distribution

## Distribution Zones and Codes

### Miami Dade ZONE 1

South West (Homestead, SW)

ZIP CODE	Total
33030	34
33031	12
33032	53
33033	32
33034	11
33035	27
33170	30
33177	102
33183	75
33187	42
33193	93
33196	82

**Total: 593**

### Miami Dade ZONE 2

South East (SW, Coral Gables, Coconut Grove, Downtown, Key Biscayne, NW)

ZIP CODE	Total
33125	874
33126	2114
33128	58
33129	216
33130	294
33131	907
33133	107
33134	325
33135	994
33136	37
33143	59
33144	3,319
33145	3,878
33146	50
33149	56
33155	4,790
33156	62
33157	109
33158	3
33173	66
33176	72
33186	118
33189	6
33190	1

**Total: 18,515**

### Miami Dade ZONE 3

North West (SW, NW, Hialeah, Hialeah Gardens, Opalocka)

ZIP CODE	Total
33010	1154
33012	4190
33013	425
33014	169
33015	165
33016	141
33018	233
33054	165
33055	100
33056	195
33122	25
33142	159
33147	77
33165	5,448
33166	103
33167	4
33172	1,654
33174	3,492
33175	567
33178	83
33182	16
33184	118
33185	61
33192	1
33194	2
33199	4

**Total: 18,751**

### Miami Dade ZONE 4

North East (NW, NE, Miami Beach)

ZIP CODE	Total
33109	1
33127	80
33132	38
33137	39
33138	64
33139	63
33140	11
33141	74
33150	4
33154	3
33160	50
33161	4
33162	27
33168	145
33169	205
33179	53
33180	35
33181	29

**Total: 925**

### BROWARD Zone 5 & 6

East & West

ZIP CODE	Total
33009	43
33019	22
33020	75
33021	56
33023	102
33024	357
33025	71
33027	560
33028	59
33327	251

**Total: 1,596**



**+1000**

POINTS OF SALES for Single Copy in Miami-Dade County and South Broward



**+20 Locations**

HAWKERS (PREGONEROS) giving away the past edition to increase your brand exposure for more days



**+400 Offices**

DELIVERY in Downtown, Brickell, Coral Gables, Pinecrest, Doral and other cities around Miami-Dade and Broward County



**+90 Racks**

Located in strategic public areas around Miami-Dade, fulfilled every edition



# Weekly Printed Newspaper

Every Friday we start the weekend with a taste of the most important information from Florida, the Nation, Latin America, and the world.

The best analysis of the most relevant subjects and events that are priority to our readers are taken to our section **El Tema**, the topic of the week.

In **Florida** and **Estados Unidos** sections our readers can find investigations and interviews about what is happening in Miami and the rest of the country.

**América Latina**, **Cuba** and **Venezuela** sections show the most prominent information from the Spanish speaking countries in America.

The world, from Spain to Israel and China, and more, is all taken to our section **Mundo**.

Our readers can also find valuable information about the economy and the real estate industry in our special pages of **Economía**, for finance.

This is also the edition to find exciting ideas for those out of workdays in our **Vida&Artes** pages, where they can also read interesting interviews with personalities of the arts, from music and television to movies, book authors and visual artists.

Health and Sports information is not out of DIARIO LAS AMÉRICAS offer. Inside **Salud** and **Deportes** our readers can find interesting reports and news about these two areas; and in our **Turismo** section you can have a look of the most wonderful places around the world.

Finally, one of the jewels of the crown: our traditional **Clasificados**, the classifieds section, where Greater Miami comes to find products and services offers that will help anyone find whatever they need.



## Other Editorial Products

Elevate your brand by customizing content that is relevant and engaging to your audience. We can produce tailored magazines and other editorial products to fit your communication needs and reach the target audience you wish to attract. We will support you from content creation to distribution, whether as an insert to our publications or as a stand-alone piece.





# The Classifieds -print&digital-

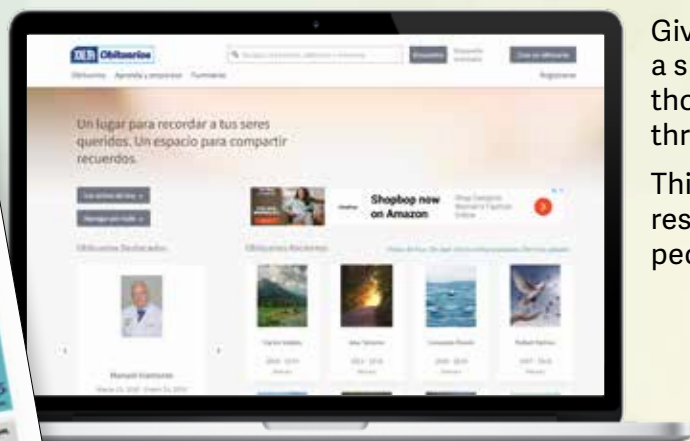
Recognized as **the number one Classified Section in South Florida**, Inside every weekly edition our readers also can find the **Clasificados**: Between 4 and 6 pages of products and services offers that will help anyone find whatever they need.

On these pages you can buy, sale or rent any product or service as fast as possible. Also, through **DLAClasificados.com**, our **digital version**, you can increase your exposure to target other audiences.

- Recognized and reliable brand.
- Great layout and visibility.
- The highest ranked local classifieds market.
- Personalized service when inserting an ad.
- Modern, friendly and easily accessible digital site.
- Online payment system.



## DLA Obituaries



Give to the love one that is not longer on this world a special salute. Share your good moments, pictures, thoughts or relevant information about burial, through the print or digital page of our obituaries.

This new product of DIARIO LAS AMÉRICAS is a respectful way to express your sentiments about the people that you most care.

## Jacket



Here is your opportunity to showcase your business and receive prominent exposure.

Our highly demanded weekly inserts will be inside this four sided jacket where your ad can stand!

**Days available:** Saturdays

**Color:** Full color

**How to distribute:** Full run 40,000

**Minimum:** 200,000 copies

**Deadline:** 1 month prior to publication date for space. 20 days prior to publication for art work.

Ask about our geo-targeted opportunities.

## Front Page Stickie Notes

Here is your opportunity to make front page news!

**Days Available:** Fridays

**Size:** 3"x3"

**Color:** full color on one side, B&W on back side

**Minimun order:** 20,000 notes

**How to distribute:**

Full run 40,000

**Deadline:** 20 days prior to publication date for space.

15 days prior to publication for art work. Only one client sold per day pero front cover on the paper. For clients that wants daily, must run a least 2 days.

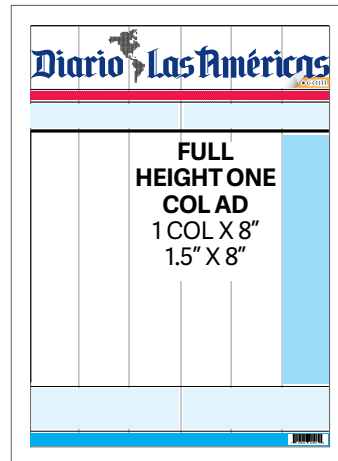
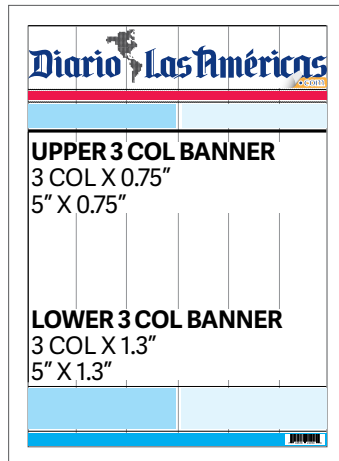
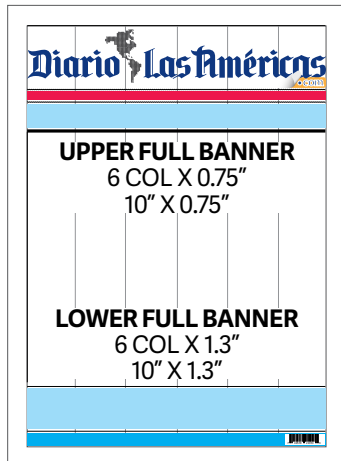
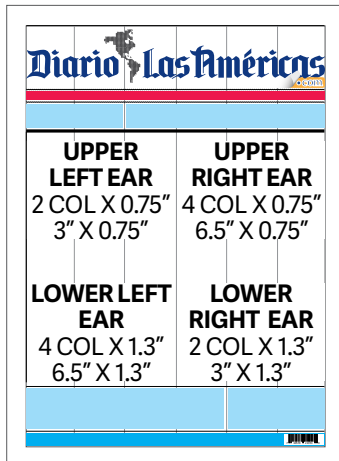




# Diario Las Américas

## PRINT Weekly Edition Ads

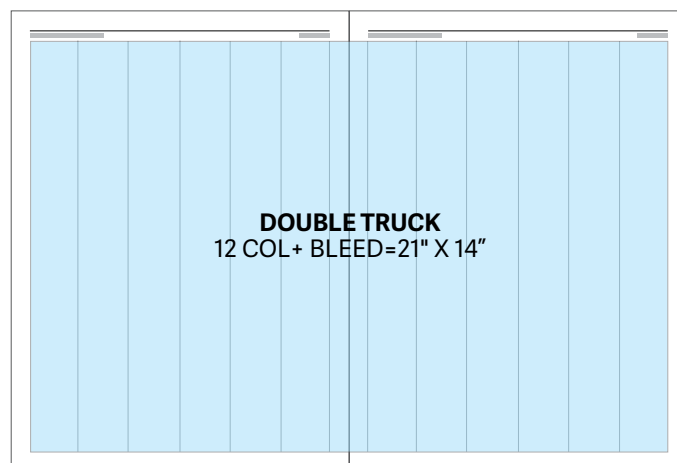
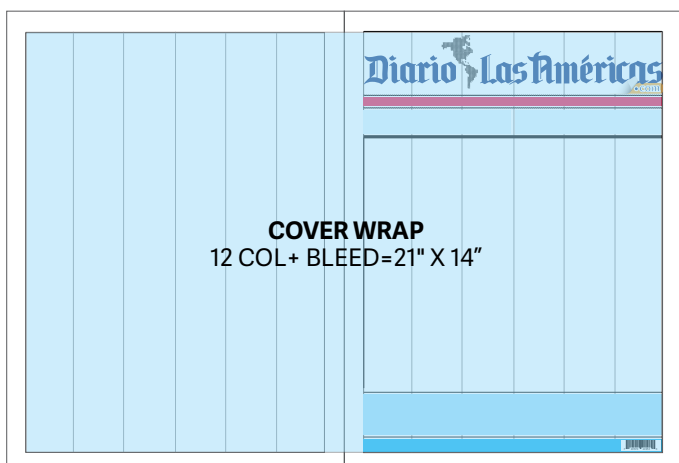
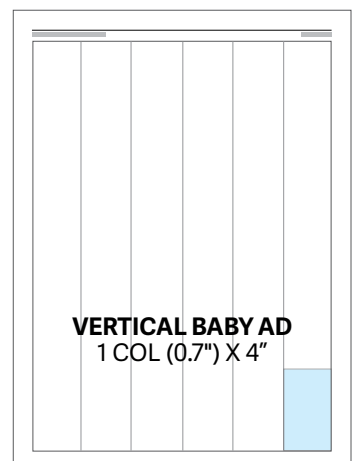
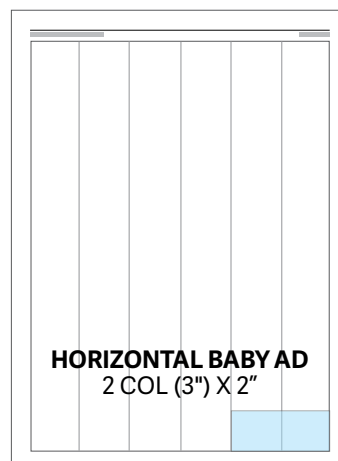
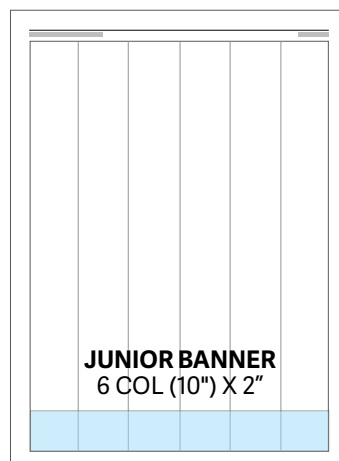
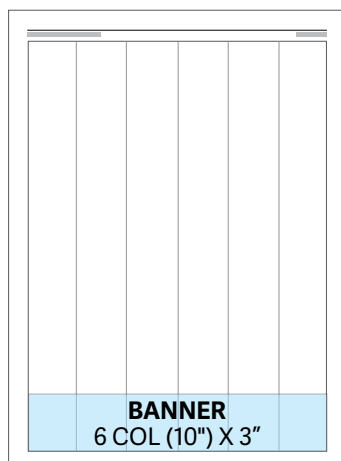
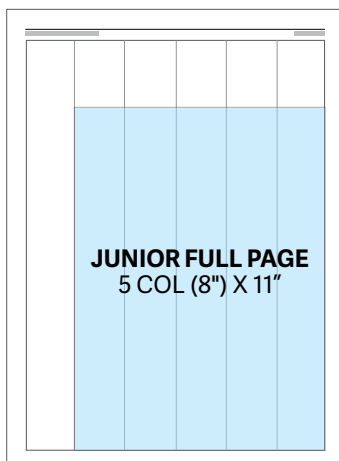
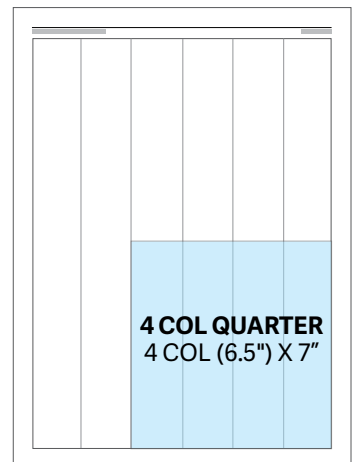
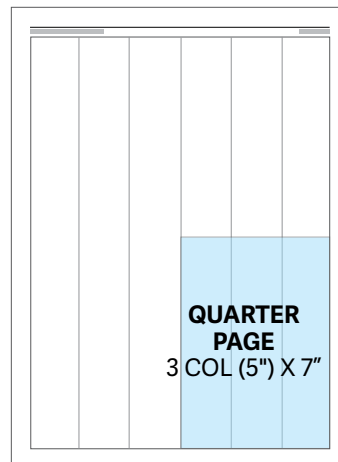
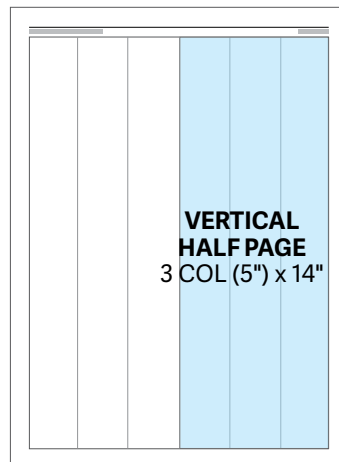
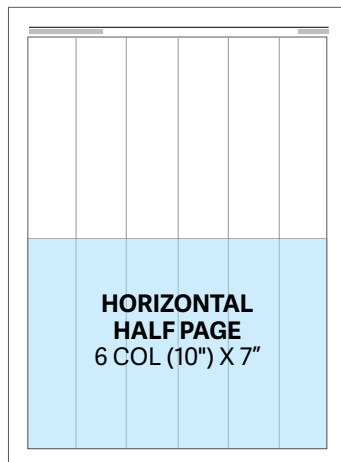
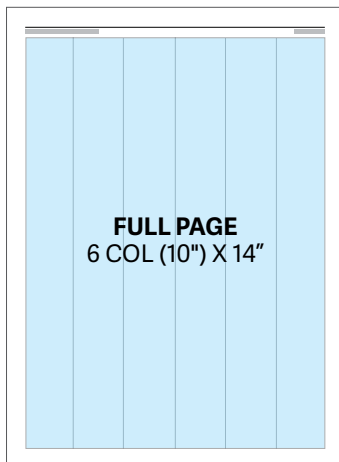
### Cover Ad Options



### Measurements

COLS.	INCHES
1	1.5
2	3
3	5
4	6.5
5	8
6	10
DT (12)	21

### Newspaper Ad Option





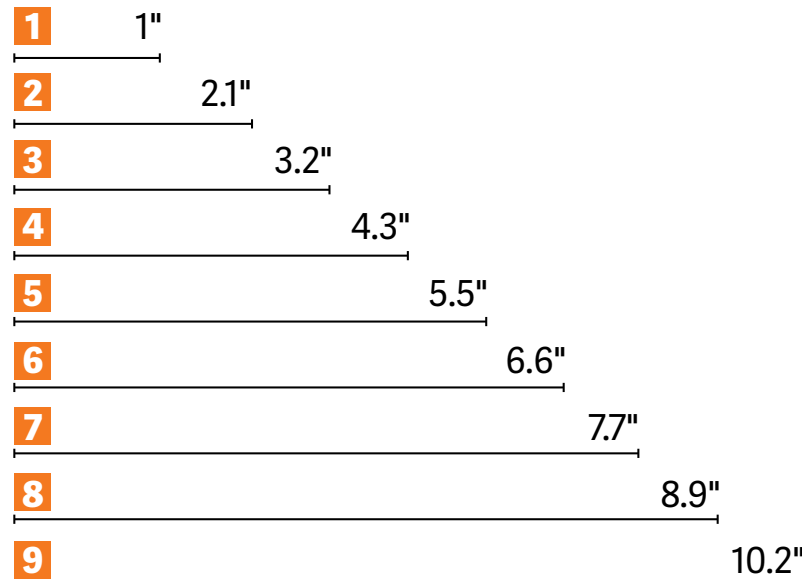
# DLA Clasificados

## DLACLASIFICADOS Section Ads

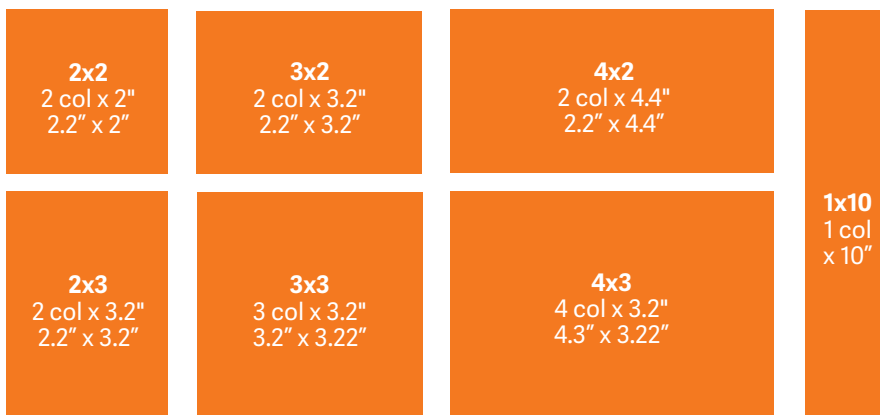
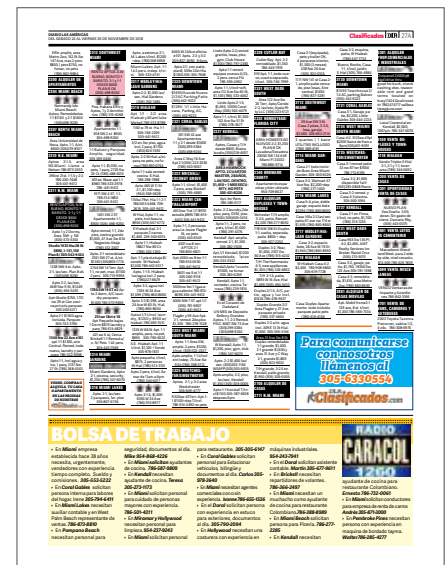
### Display Ad Options



### Columns width



### Line Ads Examples



With is measured by columns and the height is measured by inches up to 13.2" tall. A full page ad is 9 col x 13.2" (10.2 x 13.2")

The design for classifieds focuses on the most important aspect: for the reader to find the announcement quicker and much more effectively. Now with the option to incorporate graphic elements and different background colors to improve the ad's visibility.

### THE TYPOGRAPHY

The font Abril Sans offers enhancement to the smaller reading thanks to the clean and clear visibility of the lettering

### NINE COLUMNS

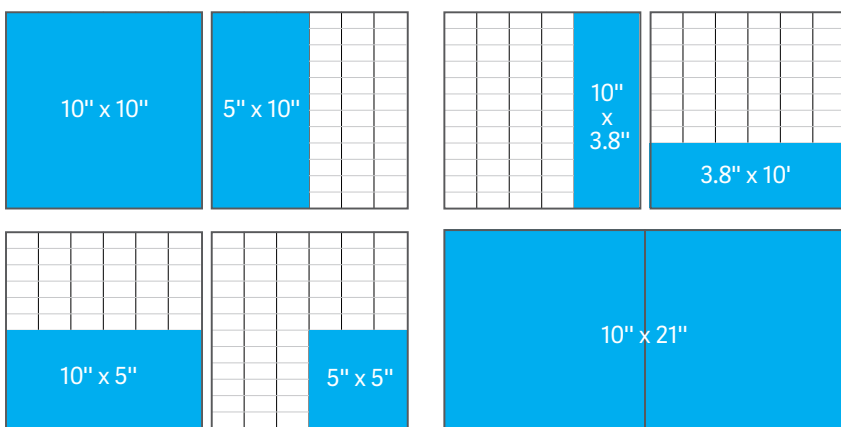
This section adds three columns to the structure to improve the appearance.

### ORGANIZATION

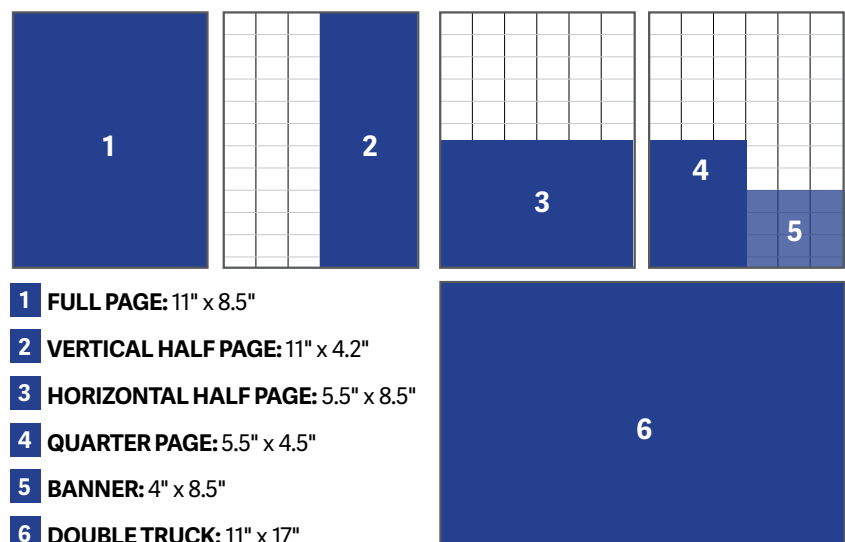
More lines are incorporated in order to facilitate searching through the page. Also each section is defined by a tag that allows the reader to find the information that is looking easily and organized.

## SPECIAL Section Ads

### Tabloid Publication (11" x 11")



### Magazines (11" x 8.5")





# DiarioLasAmericas.com

**Diariolasamericas.com** is enjoying exponential growth! More With exponential growth over the past five years, registering more than 3 million visits each month, the newspaper's website has become the main source of information for the Hispanic market in the United States, as well as for the rest of America. and of the world.

More than 50% of our audience is based in North America. The rest is from South America and Europe, mainly from: Venezuela, Spain, Mexico, Colombia and Argentina.

First-class coverage, characterized by the most rigorous objectivity, allows access to information within seconds of the news. In addition, our robust audiovisual offer propitiates the steady increase in the number of visitors and the time they remain in the portal.

This has allowed us to develop strategies to help our advertisers effectively reach their target audience through native advertising on videos and articles, through direct and / or automated purchasing.



Since our latest redesign, DLA's webpage has shown constant increment in the number of visitors, and time spent reading our reports and news, to become a reference to the Latin Market, and DLA's strong digital ecosystem that we have developed will help you effectively reach your target audience through:

- **Content production and native advertising**
- **Direct and Automated Media Buying** on our sites and through our Trading Desk
- **Social Media amplification** for increased engagement

## A history of success



**850,000**  
unique vistors  
per month



**2.5 MM**  
pageviews per  
month



**358,000**  
**UNIQUE VISITORS**  
**PER MONTH**



**2,623,374**  
**PAGE VIEWS**  
**PER MONTH**



**DESKTOP**  
**46.4%**



**MOBILE**  
**48.5%**



**TABLET**  
**5.1%**



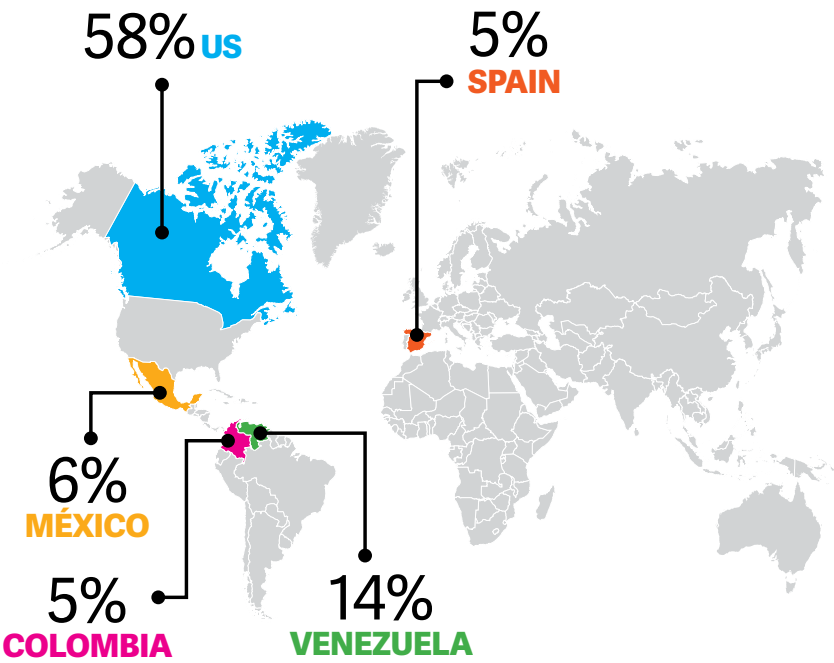
**48.7%**  
**MEN**



**51.3%**  
**WOMEN**



**18-65**  
**YEARS OLD**



**13%**  
**18-24**  
**years old**



**19%**  
**25-34**  
**years old**



**23%**  
**35-44**  
**years old**



**24%**  
**45-54**  
**years old**



**18%**  
**55-64**  
**years old**



**3%**  
**65+**  
**years old**



# Advertisign Options in Our Website



We offer multiple advertising opportunities on our web page. Here are some options:

- Traditional banners under IAB standards (Interactive Advertising Bureau).
- Media rich banners such as Floaters, Skyscrapers, Page grabbers and expandables, among others, including Geolocation.
- Branded content.
- Targeting by geographic locations, section and other capabilities.
- Diverse placement throughout the portal.

Lead Banner at the top of the page



Skyscraper



PreRoll with companion banner



Mobile Banner



Full banner between sections



Box Banner



Super Skyscraper

## DLATV Programs & Facebook

To promote your brand, product or service we offer you the following alternatives:



Lower third banner



Promotional image opening and closing the video



# DLATV Programs & Facebook Live

DIARIO LAS AMÉRICAS has developed a channel to distribute its audiovisual materials through our webpage and social media channels.

On regular basis, DIARIO LAS AMÉRICAS offers a variety of programs and segments that groups themes of interest to all our audiences.

**El Diario en 90 segundos** summarizes the day's most important information in a 90 second visual segment with images and action. This concise audiovisual material is viewed every day at noon in our Webpage and Social Media Channels.

Every evening, at 8 p.m., **Juan Juan al Medio** brings the latest news, commentaries and interviews concerning the political social and cultural events in Cuba.

Also, on Fridays, we present **El Diario, Edición semanal**, which resumes in a very few minutes analysis of the most relevant information of the week and shows what is going to be found on DIARIO LAS AMÉRICAS printed version that is distributed during that day.

Every Monday DIARIO LAS AMÉRICAS presents **La Buena Noticia**, "the good news of the moment", which covers stories you might not find in other media outlets and encourages the wellbeing of each and everyone.

DIARIO LAS AMERICAS also summarizes the most important news and commentaries on Actualidad 1040 AM radio at 12 every day.

You do not want to miss our commentaries during El Social TV Show con Sánchez Grass on America TV every Friday at 2 p.m.

Additionally, our reporters take part of the daily Mega TV news broadcasting at 5 p.m.

Every Wednesday Orlando Gutiérrez-Boronat brings **Revelando Cuba**, or revealing Cuba, to talk about the political process in Cuba towards democracy.

Furthermore, every Wednesday, at 10 a.m., you can enjoy the talk show Café con Camila, structured around the act of spontaneous conversation with personalities about important social, political, or religious issues and events.

In Hablemos de Inmigración, with our expert immigration lawyer Kristi Figueroa Contreras, our readers can receive brief advices and recommendations every other Friday at 1 p.m. through our social media channels.

In DIARIO LAS AMÉRICAS Facebook Live, we regularly present interviews and analysis about political concerns and cultural events. Important personalities of different local-, state- and nation-wide areas are invited to our studios to contribute with their opinions and advices.

You can find these and many other audiovisual materials through DIARIO LAS AMÉRICAS.com and social media channels Facebook, YouTube, and Instagram.



## EL DIARIO EN 90 SEGUNDOS (EL DIARIO IN 90 SECONDS)

A selection of the five top news, which took place during the morning, between 7:00 am and 11:00 am. It has a local focus; the emphasis is placed on events and news, relevant to the main sectors of our audience.

**Mondays to Fridays 12:00 p.m. on:**



## CRONICAS DE FACUNDO (THE FACUNDO CHRONICLES)

A political talk-show in which the analyst and attorney Asdrúbal Aguiar delves into the main themes of his weekly opinion column in DIARIO LAS AMÉRICAS in its printed edition and on the digital platform.

**Wednesdays on:**



## RESUMEN SEMANAL (WEEK IN REVIEW)

It is a weekly space, hosted by Lieter Ledesma and journalists Camila Mendoza or Grethel Delgado, in which the audience is offered a brief summary of the main articles DIARIO LAS AMÉRICAS featured on its printed edition. These articles include exclusive interviews, analysis with experts on topics of news interest, research.

**Fridays on:**



## JUAN JUAN AL MEDIO

A talk show with commentaries, analysis and debate, focused on the news events in Latin America and especially Cuba, with first-hand news and exclusives, which generates high levels of audience. Led by journalist Juan Juan Almeida.

**Mondays to Thursdays on:**







### **CAPSULA INFORMATIVA SEMANAL (WEEKLY NEWS HIGHLIGHT)**

A news topic that during the week aroused the interest of the audience, is developed in lead capsules and illustrated with related images. The goal is to highlight the most notable events or topics that interest the audience.

**Fridays on:**



### **HABLEMOS DE INMIGRACION (LET'S TALK ABOUT IMMIGRATION)**

The lawyer, expert in Immigration matters, Kristy Figueroa-Contreras, addresses issues related to immigration policy in the US and its impact on the community, answers questions from the audience and updates on measures and decrees related to decisions of the immigration authorities.

**Wednesdays on:**



### **EN CONSULTA CON EL DR. MISAEL (CONSULTATION WITH DR. MISAEL)**

Doctor Misael González, popularly known as "The People's Doctor" general practitioner, specialist in anti-aging medicine, offers health advice, from eating habits, healthy lifestyles, disease prevention, such as dealing with everyday problems such as stress and alternative health treatments.

**Thursdays on:**



### **LA BUENA NOTICIA (THE GOOD NEWS)**

In order to start the week with an encouraging theme, the content of a positive event that impacts people's lives is developed in an audiovisual format. It can be a scientific event, an altruistic work, an individual initiative, a local discovery, in the nation or anywhere in the world. Introduced and explained by our newscaster, Lieter Ledesma.

**Mondays on:**



### **CAFÉ CON CAMILA (COFFEE WITH CAMILA)**

Space for personality interviews, led by the journalist Camila Mendoza, with personalities from show business, entrepreneurs, writers, renowned musicians and business personalities, in every cases, celebrities who have a surprising story and news about their careers to tell. Set in our intimate and cozy living room.

**Thursdays on:**



### **REVELANDO CUBA (REVEALING CUBA)**

Historian and analyst, Orlando Gutiérrez-Boronat, national secretary of the Cuban Democratic Directorate, presents each week the analysis of a subject of the complex reality that the Cuban population is experiencing under a dictatorial regime. The space seeks to break the wall of censorship imposed by the dictatorial regime about the reality of that country.

**Thursdays:**



### **LAS AMÉRICAS EN ELECCIONES (THE AMERICAS ON ELECTIONS)**

A space for interviews and debates, led by two local reporters, experts in politics and social issues. Guests with opposing views attend on a topic of interest, related to politics, regarding the electoral period that the nation is going through. They may face candidates for a government position, at any level, or analysts with different party affiliation. It also guides the electorate on the main themes and issues that will go on the ballot, at the county, state and federal levels.

**Wednesdays at 4:30 p.m. on:**





# The Newsletter

With more than **45,000 users** in our segmented database; DLA's digital newsletters are one of our most powerful promotional tools. The possibilities of segmenting the dispatches according to the demographic characteristics, or geographic location of the person receiving the communication, facilitate directing the message and directly approaching a targeted objective through the Internet.

Every day most important news are reflected in our digital newsletter.

A small pick of the latest befall are sent to our subscribers database at first time in the morning, as so will be your ad if you decide to advertise with us. Do not hesitate to reach your audience with a direct message through this channel.



## Our digital bulletins offer includes:



At dawn and after noon, subscribers to our database receive **El Diario headlines** with the most important news headlines of the moment and their link to our website.



Blast email with the link to the video of **El Diario in 90 Seconds** once published on our website and social networks.

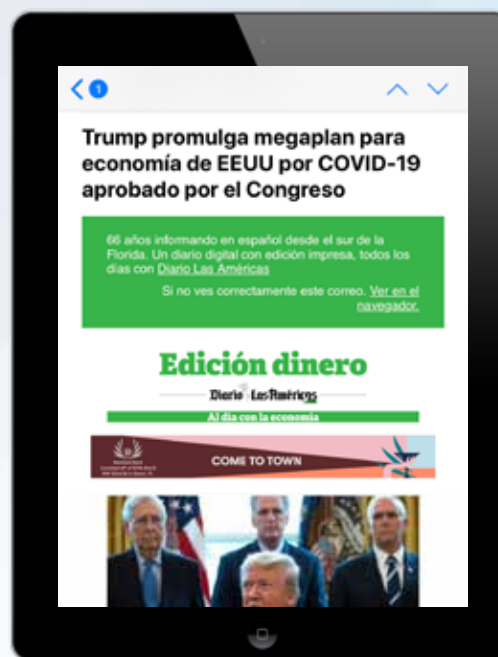


Blast email with the video of the **Weekly Summary of DIARIO LAS AMÉRICAS** promoting the content of the printed edition.



Every morning, upon reviewing the news cycle latest developments, we select the 5 most relevant subjects for a **digital frontpage**.

This jpeg and pdf presentation uses the power of images and an eye-catching design to spark the reader's interests on the day's news events.



**Weekly finance and business news review.** Interviews with financial experts, company CEOs, investors; with the respective links to the content published on the DLA website.



Dispatch with the link to the video of **La Buena Noticia** on the website of DIARIO LAS AMÉRICAS, a program that features an uplifting event or topic of social, economic or environmental benefit.



# The Social Media Channels

## Figures



**FACEBOOK**

**@diariolasamericas**

**198.985** followers



**TWITTER**

**@DLasAmericas**

**175.348** followers



**INSTAGRAM**

**diariolasamericas**

**77.793** followers



**YOUTUBE**

**35,000** followers

DIARIO LAS AMÉRICAS has a sizable number of followers through their social networks. These channels help us distribute information and get closer to our readers, but also work as an excellent tool for our advertisers to promote their brand, product and / or service to a younger target.

Through our Facebook, YouTube, Instagram and Twitter channels we can offer:

### EFFECTIVE ADVERTISING SOLUTIONS

- High impact advertisement hyper-targeted for mobile and computer platforms.

- Digital / Social promotions.

### RELEVANT CONTENT OF GENERAL INTEREST

- Specifically designed content for digital and mobile consumption.

- Quality content written in the client's native language.

- Active social platforms geared to share and develop audience loyalty.

- The best publication opportunities in the market.

### NATIVE ADVERTISING

Organic branded advertising content developed to achieve brand objectives.

- Content types: articles, lists, games, polls, surveys, video, social media.

- Custom pieces, embedded with existing content channels or exclusive channels specific to advertiser.

- Advertising content developed to reach the brand's objectives.

- Placement throughout site, including homepage.

- Personalized stories, integrated to existing content channels of advertiser's exclusive content channels.

- Prices starting at \$500 per piece.



Social media post  
1080 x 1080 pxl



Newsletter banner ad  
728 x 90 pxl

# Calendario 2021

## January

01  
08  
15  
22 **Health & Wellness**  
29

## February

06  
13 **Hearth Awareness**  
19  
26

## March

05  
12  
19 **One Year After COVID-19**  
26

## April

02  
09  
16 **60th Anniversary Bay of Pigs**  
23 **Autism**  
30

## May

07  
14  
21 **20th of May**  
28

## June

05  
11 **Pedro Pan**  
18  
25

## July

02 **DLA's Anniversay 4th of July**  
09  
16  
23

## August

06 **Back to School**  
13  
20  
27

## September

03  
10  
17 **Hispanic Heritage**  
24 **Open Enrollment**

## October

01 **Double Truck Hispanic Heritage**  
08 **Open Enrollment**  
15  
22 **Open Enrollment**  
29

## November

05  
12 **Open Enrollment**  
19  
26

## December

03  
10 **Open Enrollment**  
17  
24  
31





## For more information

888 Brickell Ave., 5th Floor  
Miami, FL 33131 Estados Unidos  
Phone: (305) 633-3341 | (305) 633-0554  
Fax: 305-374-8130  
redaccion@diariolasamericas.com

For all advertising and promotional opportunities contact:  
(305) 350-3480 | (305) 633-3341 Ext: 2260  
(1855) DLANEWS (352-6397)  
ventas@diariolasamericas.com

For classified contact:  
(305) 633-0554  
Or visit [www.dlaclasificados.com](http://www.dlaclasificados.com)

**Diario Las Américas**  
DLA

**Clasificados.com**

**Diario Las Américas TV**

**DLA Obituarios.com**

**LAS AMERICAS**  
MULTIMEDIA GROUP

**Diario Las Américas**  
DLA

[www.DiarioLasAmericas.com](http://www.DiarioLasAmericas.com)

f /diariolasamericas

t @Dlasamericas

i @diariolasamericas