

DLA Media Kit 2022



Diario Las Américas

DLA
Clasificados.com



Las Américas
La Revista del Diario



888 Brickell Ave., 5th Floor. Miami, FL 33131 • www.DiarioLasAmericas.com

For all advertising and promotional opportunities contact:

(305) 350-3480 / (305) 633-3341 Ext: 2260 / ventas@diariolasamericas.com



DIARIO LAS AMÉRICAS: 68 years bringing objective information

DIARIO LAS AMÉRICAS'S multichannel offer allows to take the information to almost every audience in South Florida and US

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 68 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.

Our Products

DIARIO LAS AMÉRICAS has a wide offer categorized mainly in Printed and Digital products. Part of our printed products are our Weekly Newspaper, Special Editions, and Magazines. A part of

Why DIARIO LAS AMERICAS?

- 1 A true alternative to directly target the Hispanic community in South Florida**
 The hispanic is the fastest growing community in Florida and United States. With a strong buying power shown to increase year after year is an excellent market to be reached.
- 2 A multimedia platform that allows to connect both audiences: digital and physical**
 DLA's multimedia offer allow the advertiser to best served their communications and publicity needs.
- 3 Designed to attract a broad range of market segment**
 It's enriched content, modernized format and exceptional editorial team attract a wide range public.
- 4 Expertise helping the advertisers**
 As the second Spanish news provider in US, with more that 6 decades of experience, DLA provide it's knowledge to translate dollars into profit.
- 5 Customized and competitive priced solutions**
 DLA's priced solutions demonstrate a commitment to partner with the advertiser and create strategic alliances that guarantees a successful campaign.



our digital products can be found on our robust webpage: www.diariolasamericas.com; an up to date app called DLANews specially designed for Apple and Android devices; our Facebook, Twitter, Instagram, Youtube, and LinkedIn Social Media Channels, a variety of multimedia programs and segments as: El diario en 90 segundos, Es Viral, El resumen semanal, Crónicas de Facundo, La buena noticia among much others.

Also as a very important part of our offer DIARIO LAS AMÉRICAS has developed a group of Special Projects such as: 60 Aniversario de La Brigada de Asalto 2506, Mujeres Poderosas: La Revista Aniversario 68 de Diario Las Américas, Versailles: 50 años de la catedral del sabor en Miami, and Pedro Pan, el adiós de la esperanza that reunite not on each project not only a magazine, but also a special section on our webpage with multimedia and written interviews, promotional campaigns in our social media channels, and a half hour documental that shows the most relevant information of the project.

Since our rebranding in 2015, DLA has worked hard to keep on the flow with new technologies and latest trends. Since then we have launched our new and robust webpage with a improved design for easier reading and navigation, and fortify our digital presence on social media and other relevant tools as emails, app and WhatsApp to distribute our content and reach a wider group of readers. This allows DLA to have the information posted minutes from when it happen. Our staff of experi-

enced journalists and editors work each day focus on provide the most relevant and objective information that our readers can have, optimized for each media which were is presented. All these efforts make DIARIO LAS AMÉRICAS one of the most prominent news provider in Spanish around US.

A summary of our offer can be found bellow, in our webpage and any other information about advertising and editorial possibilities our Sales and Editorial Departments can be reach at: **sales@diariolasamericas.com**
redaccion@diariolasamericas.com





DLA Printed Weekly Edition

Every Friday *DIARIO LAS AMÉRICAS* starts the weekend with a taste of the most important information from Florida, the Nation, Latin America, and the world.

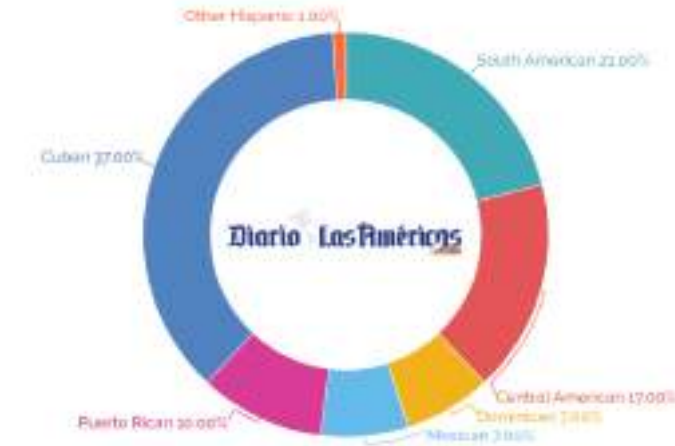
The best analysis of the most relevant subjects and events that are priority to our readers are taken to our section *El Tema*, the topic of the week; In *Florida* and *Estados Unidos* sections our readers can find investigations and interviews about what is happening in Miami and the rest of the country. *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 work-days 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.

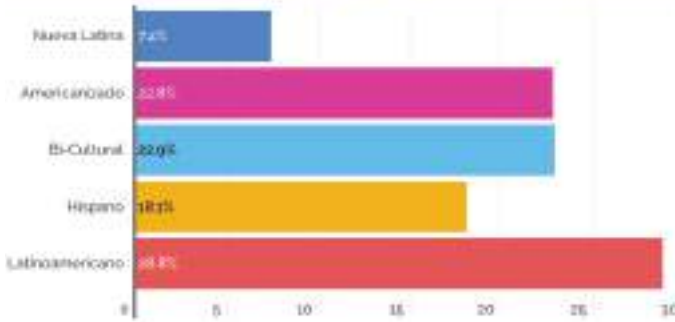
Finally, one of the jewels of the crown: our traditional *Clasificados*, the classifieds section, where Greater Miami comes to find products and services offers that will help anyone find whatever they need.



Market: Origin



Target



Hispano

- Spanish preferred (some english)
- Immigrant as adult in U.S. + 10 years
- Pre-dominant hispanic cultural practices

Latinoamericano

- Spanish preferred (mostly no english)
- Recent immigrant as adult in U.S. 0-10 years ago
- Primarily hispanic cultural practices
- Identify with some country more than U.S.

Distribution: zones and codes

Miami Dade ZONE 1 South West Interstate 95	Miami Dade ZONE 2 South East I-95, Coral Gables, Coconut Grove, Downtown, Key Biscayne, Mid	Miami Dade ZONE 3 North West I-95, NW, Hialeah, Hialeah Gardens, Opa-locka	Miami Dade ZONE 4 North East NW, NE, Miami Beach	Miami Dade ZONE 5 & 6 East and West
ST CODE TOTAL	ST CODE TOTAL	ST CODE TOTAL	ST CODE TOTAL	ST CODE TOTAL
33033 34	33045 874	33010 1154	33029 1	33004 49
33035 35	33036 2114	33012 4026	33032 0	33019 40
33038 53	33028 58	33013 425	33035 38	33020 75
33033 49	33040 140	33014 119	33037 33	33021 48
33034 11	33030 204	33015 165	33038 64	33023 202
33036 25	33041 887	33025 141	33039 74	33024 147
33037 38	33033 107	33018 113	33040 11	33025 71
33039 118	33034 105	33026 183	33041 74	33027 92
33043 75	33035 904	33025 100	33050 4	33028 59
33047 48	33036 17	33026 195	33054 3	33029 100
33049 93	33043 59	33027 25	33059 0	TOTAL: 1,896
33050 38	33044 2219	33042 100	33061 4	
TOTAL: 692	33045 3878	33047 77	33062 7	
	33046 33	33055 1418	33063 145	
	33049 6	33056 103	33069 205	
	33055 4799	33057 4	33074 54	
	33058 52	33075 1554	33080 35	
	33057 309	33076 1408	33081 72	
	33059 3	33078 257	TOTAL: 945	
	33073 88	33079 83		
	33076 78	33080 15		
	33080 107	33084 118		
	33089 6	33085 61		
	33090 1	33086 1		
	TOTAL: 15,644	33084 2		
		33090 4		
		TOTAL: 8,351		



*5000
Pages of news
for single copy in
Miami Dade
County and
South Broward



*20 locations
Hialeah, Hialeah Gardens, Coral Gables,
Pinecrest, Doral and other
cities around Miami Dade and
Broward counties



*400 offices
Delivered in Downtown
Broward, Coral Gables,
Pinecrest, Doral and other
cities around Miami Dade and
Broward counties



*90 racks
Located in strategic
public areas around
Miami Dade Sub Area
(every edition)



Advertise in **DIARIO LAS AMÉRICAS** Weekly Printed Edition

DLA's layout is based on a six 1.5" column reticula to give our advertisers the opportunity of create modular ads that can be placed around the page. With a maximum of 14" height, DLA offers a variety of options to present very creative ads. Although the measure of the advertise can be defined by the advertiser as he wishes, DLA provide some standards that can be found bellow.

Common ad sizes

Cover options

- 1. Upper Full Banner: 6 col (10") x 1.5"
- 2. Lower Full Banner: 6 col (10") x 1.5"
- 3. Upper Left Bar: 2 col (3") x 1.5"
- 4. Upper Right Bar: 4 col (6.5") x 1.5"
- 5. Lower Left Bar: 4 col (6.5") x 1"
- 6. Lower Right Bar: 2 col (3") x 1"
- 7. Upper 3 col Banner: 3 col (5") x 1.5"
- 8. Lower 3 col Banner: 3 col (5") x 1"
- 9. Full High 1 col Banner: 1 col (1.5") x 8"



Newspaper Ad options

Measurements

Cols	Inches
1	1.5
2	3
3	5
4	6.5
5	8
6	10
D7 (12)	21

- 1. Full Page: 6 col (10") x 14"
- 2. Horizontal Half Page: 3 col (5") x 7"
- 3. Vertical Half Page: 3 col (5") x 14"
- 4. Quarter Page: 3 col (5") x 7"
- 5. 4 Col Quarter: 4 col (6.5") x 7"
- 6. Junior Full Page: 5 col (8") x 11"
- 7. Banner: 6 col (10") x 3"
- 8. Junior Banner: 6 col (10") x 2"
- 9. Horizontal Baby Ad: 2 col (3") x 2"
- 10. Vertical Baby Ad: 1 col (1.5") x 4"
- 11. Double Truck: 12 col + bleed (21") x 14"
- 12. Cover Wrap: 12 col + bleed (21") x 14"



Special Editions and Editorial Content

On those moments or important dates that need to be resembled and commemorated, DIARIO LAS AMÉRICAS produce 8-12 pages inserts with special content related to that particular occasion. Some of our most recognized editions are Carnaval Calle Ocho, Open Enrollment, Cuban Independence: 20 de mayo, among many others that each year we produce with interviews and relevant information.

DIARIO LAS AMÉRICAS has a wide offer of Digital and Printed media to advertise. Plan in advance and place your ad in any of our Special Editions or Publication and reach the hispanic audience that better fit your necessities, or get in contact with our Sales Department to discuss all the options that DIARIO LAS AMÉRICAS has available for you.



For all advertising and promotional opportunities contact: (305) 350-3480 | (305) 633-3341 Ext: 2260 or write to ventas@diariolasamericas.com

We can also 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.



DLA'S Special Sections Calendar 2022

Pub. Date	JANUARY	Product
7-Jan		
14-Jan		
21-Jan	HEALTH & WELLNESS	SPEC SECT
28-Jan		

Pub. Date	FEBRUARY	Product
4-Feb	MIAMI INTL BOAT SHOW	SPEC SECT
11-Feb	HEART AWARENESS	SPEC SECT
18-Feb	BLACK HERITAGE	EDITORIAL
25-Feb	SANTO DOMINGO INDEPENDENCE	SPEC SECT

Pub. Date	MARCH	Product
4-Mar	CARNIVAL ON THE MILE	SPEC SECT
11-Mar	CALLE 8 SECTION	SPEC SECT
18-Mar		
25-Mar	CITY OF HIALEAH	SPEC SECT

***NEW MAGAZINE SPRING**

Pub. Date	APRIL	Product
8-Apr	AUTISUM MONTH	SPEC SECT
15-Apr		
22-Apr		
29-Apr	MIAMI LATIN FOOD & WINE GROVE	SPEC SECT

Pub. Date	MAY	Product
5-May	MENTAL AWARENESS MONTH	SPEC SECT
13-May		
20-May	CUBA INDEPENDENCE 20 MAYO	MAGAZINE
27-May		

***NEW MAGAZINE SUMMER**

Pub. Date	JUNE	Product
3-Jun	LGBT MONTH	EDITORIAL
10-Jun		
17-Jun	CITY OF MIAMI BEACH	SPEC SECT
24-Jun		

Pub. Date	JULY	Product
8-Jul	JULY 4th USA VENEZUELA	EDITORIAL
15-Jul		
22-Jul	CITY OF SWEETWATER	SPEC SECT
29-Jul	DLA ANNIVERSARY	MAGAZINE

Pub. Date	AUGUST	Product
5-Aug	ORTHOPEDIC SPECIAL SECTION	SPEC SECT
12-Aug		
19-Aug	CITY OF DORAL SEPCIAL SECTION	SPEC SECT
26-Aug	HURRICANE ANDREW 30 YRS	MAGAZINE

Pub. Date	SEPTEMBER	Product
2-Sep		
9-Sep		
16-Sep	HISPANIC HERITAGE SPEC SECT	EDITORIAL
23-Sep		
30-Sep	OPEN ENROLLMENT BEGINING	SPEC SECT

***NEW MAGAZINE FALL**

Pub. Date	OCTOBER	Product
7-Oct	OPEN ENROLLMENT	SPEC SECT
14-Oct	HISPANIC HERITAGE	EDITORIAL
21-Oct	OPEN ENROLLMENT	SPEC SECT
28-Oct	OPEN ENROLLMENT	SPEC SECT

Pub. Date	NOVEMBER	Product
4-Nov		
11-Nov	OPEN ENROLLMENT	SPEC SECT
18-Nov		
25-Nov	OPEN ENROLLMENT	SPEC SECT

Pub. Date	DECEMBER	Product
2-Dec	OPEN ENROLLMENT	SPEC SECT
9-Dec		
16-Dec		
23-Dec		
30-Dec		

***NEW MAGAZINE WINTER**



Webpage and Digital TV

With exponential growth over the past five years, registering more than 3 million visits each month, the DIARIO LAS AMÉRICAS 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.

That is how at DLA we are constantly improving to stay on the wave and bring the best information using the top of the line technologies.

With an exponential grow, 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.

The people way to consume the information has suffer suffered changes, and the audiovisual has become a prefer 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.

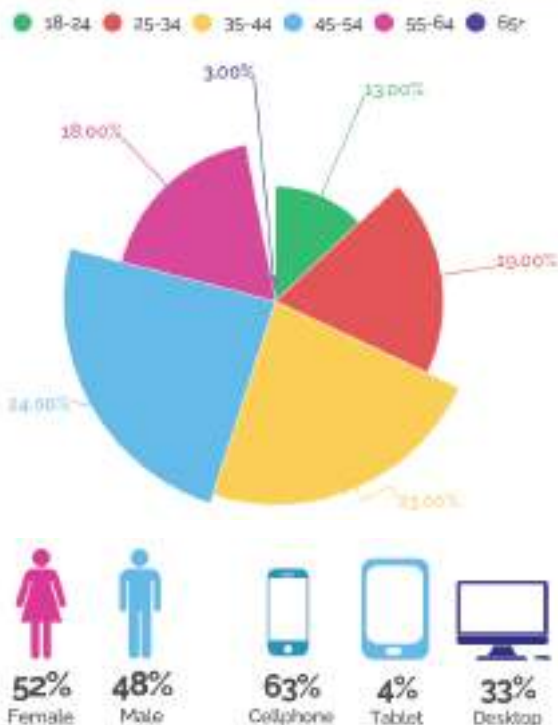


Advertise in DiarioLasAmericas.com

Visits



Demographics



Market: Origin

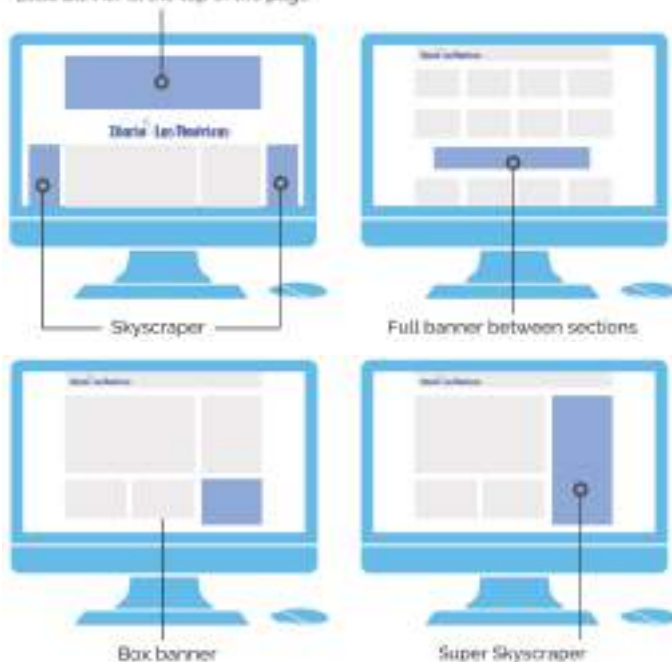


We offer multiple advertising opportunities on our web page. Here are some options:

- Traditional banners under IAB standards (Interactive Advertising Bureau).
- Media rich banners such as Floaters, Skyscrapers, Page grabbers and expandable, among others, including Geolocation.
- Branded content.
- Diverse placement throughout the portal.

Advertising Options in Our Website

Lead Banner at the top of the page



AD TYPE

SPECS / AD SIZE

Standard Banner/Rich Media	
Lead Banner	728x90
Box Banner	300x250
Skyscraper	160x600
Super Skyscraper	300x600
Mobile Banner	320x50
High impact	
Megalead Banner	970x250
MegaLead Banner Video	970x250
Video Platform	
PreRoll	15 or 30 sec
PreRoll with companion banner	15 or 30 sec
Native Ads (*)	
Custom Content Piece	
Social Post (*)	Photo Size: 1170x658 - 350 words
Social Post with client brand/service CTA	1 post per social channel
Newsletter	
Fixed Banner Sponsorship (45,000 daily circulation)	728x90 monthly

(*) Content coordinated and produced together with the client. The Diario Las Américas Editorial team has final approval of all native and social content.

Ads specifications follow IAB parameters:

Standard Format: GIF or PNG | Size: 100Kb max | Rich media: Java code fully executable only
- Accept third party tags and tracking - Ads run via Google Ad Manager DFP



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.

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.



Facebook
196,500
followers



Instagram
77,400
followers



Twitter
173,900
followers



Youtube
35,000
followers

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

- Advertising content developed to reach the brand's objectives.
- Personalized stories, integrated to existing content channels of advertiser's exclusive content channels.
- Prices starting at \$500 per piece.



Newsletters

We offer a variety of newsletters that reach a +45,000 users segmented database; A daily newsletter that offer the most important worldwide news of the day and other thematic newsletters that have become our readers favorites to always be informed. Among them: a financial, a health and a sports newsletter.

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.

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.
- Digital Front page in .pdf format and .jpg including the 5 key topics of the morning news cycle.
- 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.

Subscription to our bulletins is completely free and can be done through our Suscripciones Digitales link that can be found on the hamburger menu on www.DiarioLasAmericas.com



REAL TIME NEWS



The brand new APP
from **DIARIO LAS
AMÉRICAS**

Download our APP and
receive the latest news

Download it from:



Diario Las Américas
Hecho por hispanos para todos



DLANews

By the end of 2021 we launched DLANews, the new application for mobile devices that can be downloaded for free.

The sustained growth DLA's digital platform is made by thinking about providing you with various ways to receive immediate and verified information. With DLANews and within the reach of a click, can be received notifications of news events as they happen and stay up-to-date from the comfort of a phone or tablet.

The new application of DIARIO LAS AMÉRICAS, DLA NEWS, brings the reader closer to the news of Miami, the main cities of the US, Latin America and the world, sports, the latest in the show and everything that may be of interest. DLANews APP can be downloaded for Apple and Android.

DLAObituaries

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: Fridays
- Color: Full color
- How to distribute: Full run 40,000
- Minimum: 200,000 copies



Front Page Stickie Note

Here is your opportunity
to make front
page news!

- Available: Fridays
- Size: 3"x3"
- Color: full color on one side, B&W on back side
- Minimum order: 20,000 notes
- How to distribute: Full run 40,000



The Classifieds

DIARIO LAS AMÉRICAS has the most renowned Classified section of Miami with an impressive effectiveness for advertisers and consumers.

Recognized as the number one Classified Section in South Florida, Inside every Diario Las Américas 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.

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.

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.

To advertise in our printed classified section, there are several options: Display Ads and Line Ads. The Display Ads regularly are placed in the first page of the section in our printed edition and also uploaded on DLAClasificados.com. Their graphic layout, col-



or and size is different in comparison with the line ads. The ad can be send by the client or be produce at Diario Las Américas. The price of this kind of ads varies depending the size by column and inches.

The Displays area at Clasificados sections allows to have modular creative ads.

The Linear Ads price is calculated in based on the number of characters that the information has. It is placed on a specific category and also can have pictures, some basic colors and icons. The maximum width of this kind of ads is the same than one column width that equals 1" and can have a maximum height of 13". Linear ads can be placed via DLAClasificados.com and paying online or also by calling to our Clasificados Department at 305.633.0554



Display Ads

DLA Clasificados
www.dlaclasificados.com (305) 633-0554

BrickPaver
BIMB. 194.
BUSCAMOS TRABAJADOR
AYUDANTE DE CONSTRUCCIÓN
NO SE NECESITA EXPERIENCIA
EMPEZANDO A \$14.00 X HO
(305) 394-7

DLA Clasificados
AHORA en HORARIO EXTENDIDO de 8:30 am. a 8:00 pm.
(305) 633-0554

Columns width

Column	Width
1	7"
2	2.1"
3	3.2"
4	4.3"
5	5.5"
6	6.6"
7	7.7"
8	8.9"
9	10.2"

2x2 2 col x 2" 2.2" x 2"	3x2 2 col x 3.2" 2.2" x 3.2"	4x2 2 col x 4.4" 2.2" x 4.4"	1x10 1 col x 10"
2x3 2 col x 3.2" 2.2" x 3.2"	3x3 3 col x 3.2" 2.2" x 3.22"	4x3 4 col x 3.2" 4.3" x 3.22"	

Line Ads

