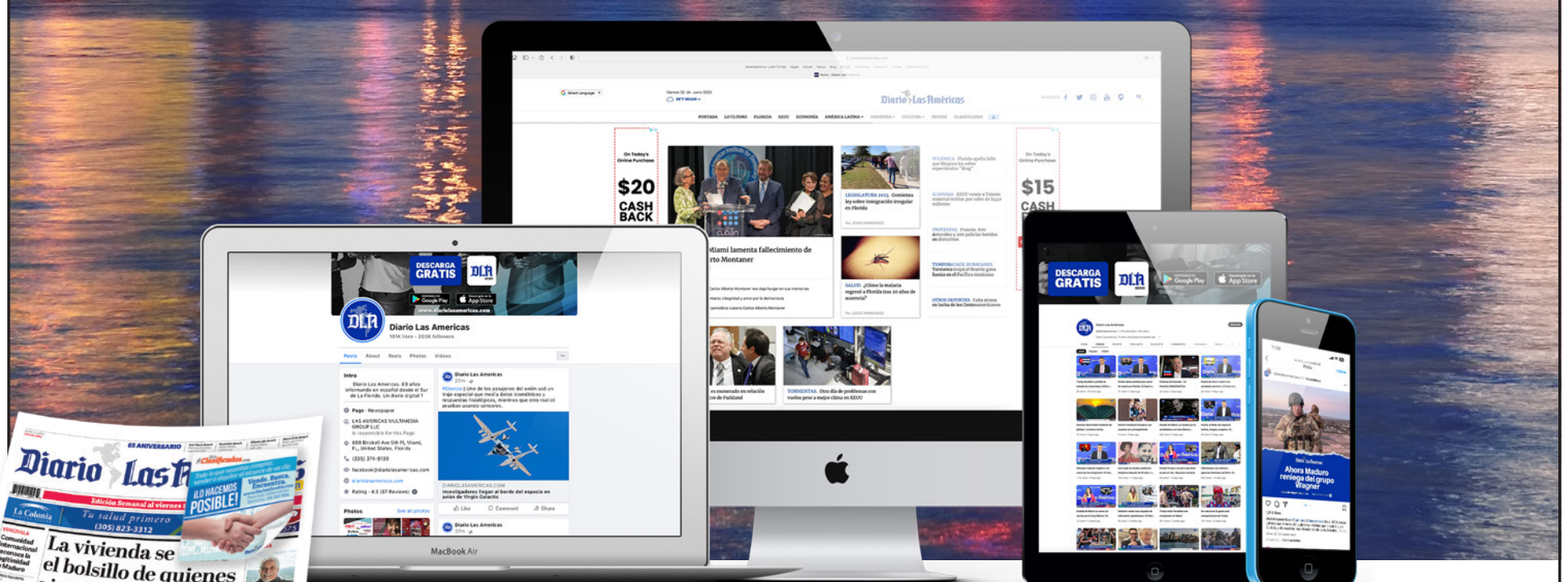


Media Kit 2023/24

Celebrating
70 years

Diario Las Américas



DLA
Clasificados.com

DLA
NEWS

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

A Multimedia Platform

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 70 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 hispanic is 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.



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.



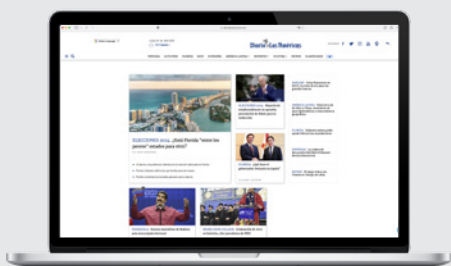
Social Media Channels

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.



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.



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.

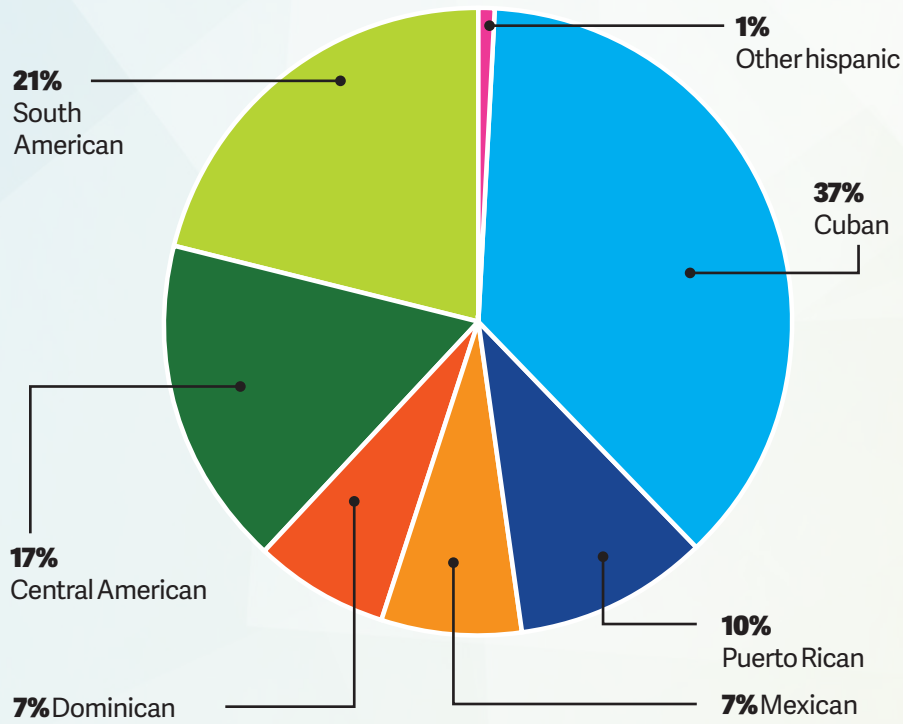


Newsletter

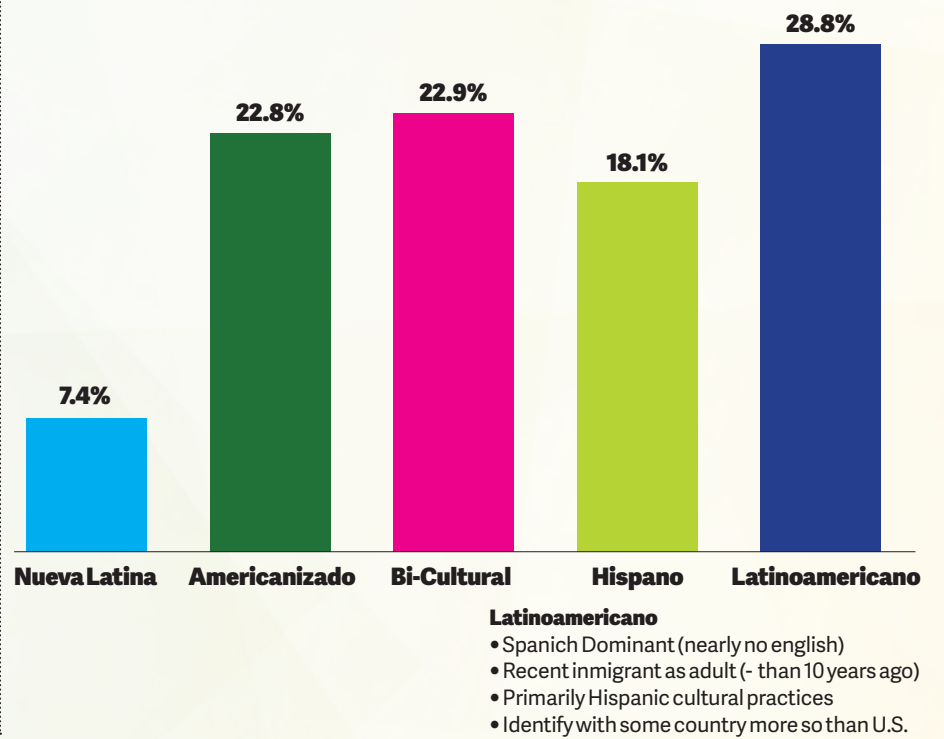
+15,000 users segmented database; our daily newsletter; and weekly Dinero Edition Newsletter, are the perfect tools to approach your direct target via online.

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

Information updated on June, 2023

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-

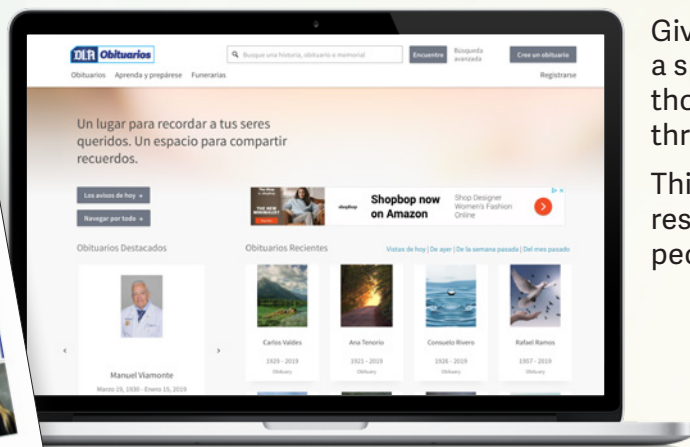
Recognized as **the number one Classified Section in South Florida**, inside every weekly edition our readers also can find the **Clasificados**: Between 4 and 6 pages of products and services offers that will help anyone find whatever they need.

On these pages you can buy, sell or rent any product or service as fast as possible. Also, through **DLA Clasificados.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 Stickers 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

Minimum 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

Option 1:

- UPPER LEFT EAR: 2 COL X 0.75" 3" X 0.75"
- UPPER RIGHT EAR: 4 COL X 0.75" 6.5" X 0.75"
- LOWER LEFT EAR: 4 COL X 1.3" 6.5" X 1.3"
- LOWER RIGHT EAR: 2 COL X 1.3" 3" X 1.3"

Option 2:

- UPPER FULL BANNER: 6 COL X 0.75" 10" X 0.75"
- LOWER FULL BANNER: 6 COL X 1.3" 10" X 1.3"

Option 3:

- UPPER 3 COL BANNER: 3 COL X 0.75" 5" X 0.75"
- LOWER 3 COL BANNER: 3 COL X 1.3" 5" X 1.3"

Option 4:

- FULL HEIGHT ONE COL AD: 1 COL X 8" 1.5" X 8"

Measurements

COLS.	INCHES
1	1.5
2	3
3	5
4	6.5
5	8
6	9.75
DT (12)	21

Newspaper Ad Option

Option 1: FULL PAGE: 6 COL (10") X 14"

Option 2: HORIZONTAL HALF PAGE: 6 COL (10") X 7"

Option 3: VERTICAL HALF PAGE: 3 COL (5") X 14"

Option 4: QUARTER PAGE: 3 COL (5") X 7"

Option 5: 4 COL QUARTER: 4 COL (6.5") X 7"

Option 6: JUNIOR FULL PAGE: 5 COL (8") X 11"

Option 7: BANNER: 6 COL (10") X 3"

Option 8: JUNIOR BANNER: 6 COL (10") X 2"

Option 9: HORIZONTAL BABY AD: 2 COL (3") X 2"

Option 10: VERTICAL BABY AD: 1 COL (0.7") X 4"

Option 11: COVER WRAP: 12 COL + BLEED = 21" X 4"

Option 12: DOUBLE TRUCK: 12 COL + BLEED = 21" X 14"

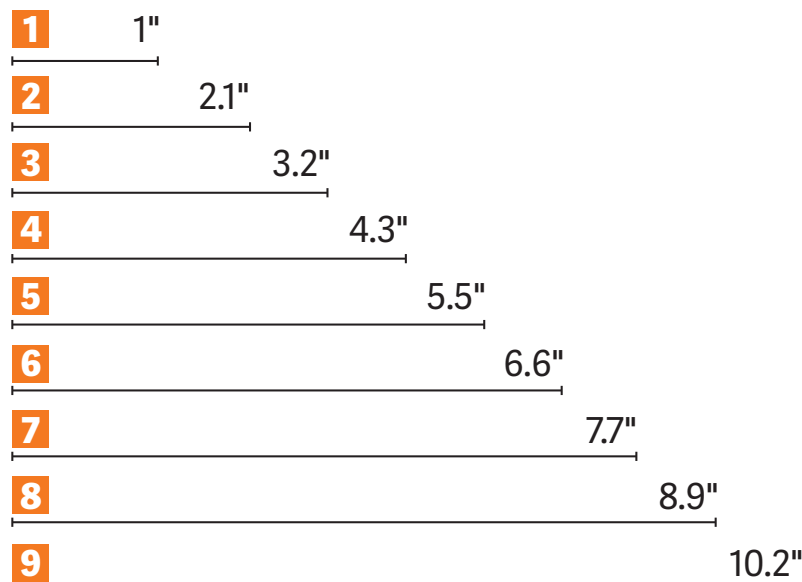
DLA Clasificados

DLACLASIFICADOS Section Ads

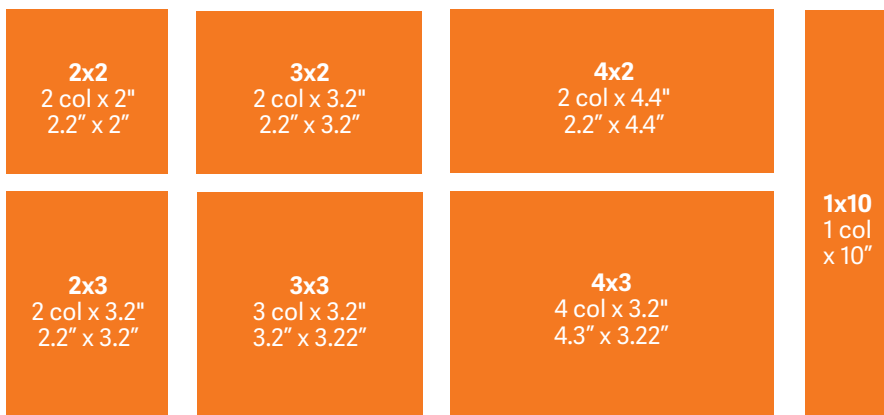
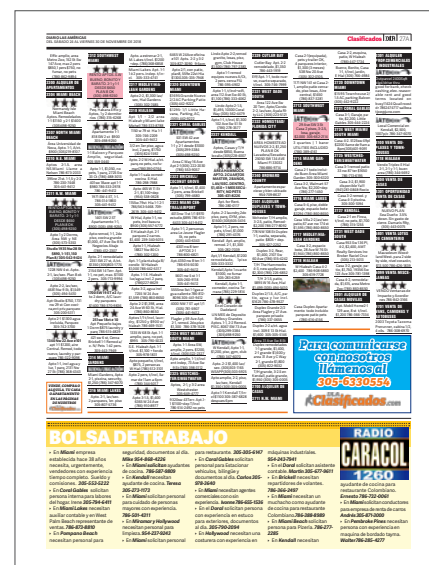
Display Ad Options



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.

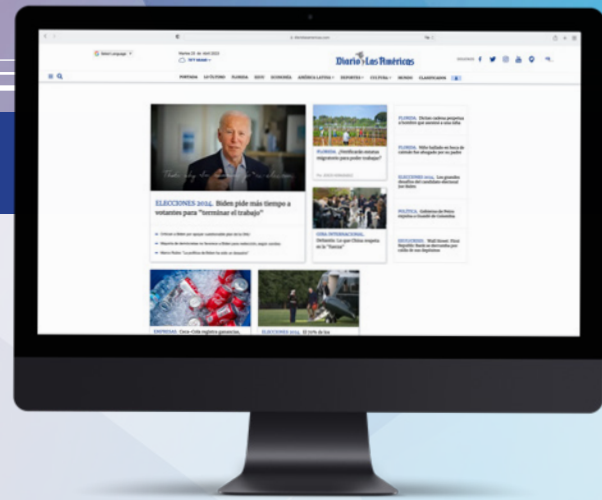
Visit

www.dlaclasificados.com

to place your ad 24 hours a day 7 days a week



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.

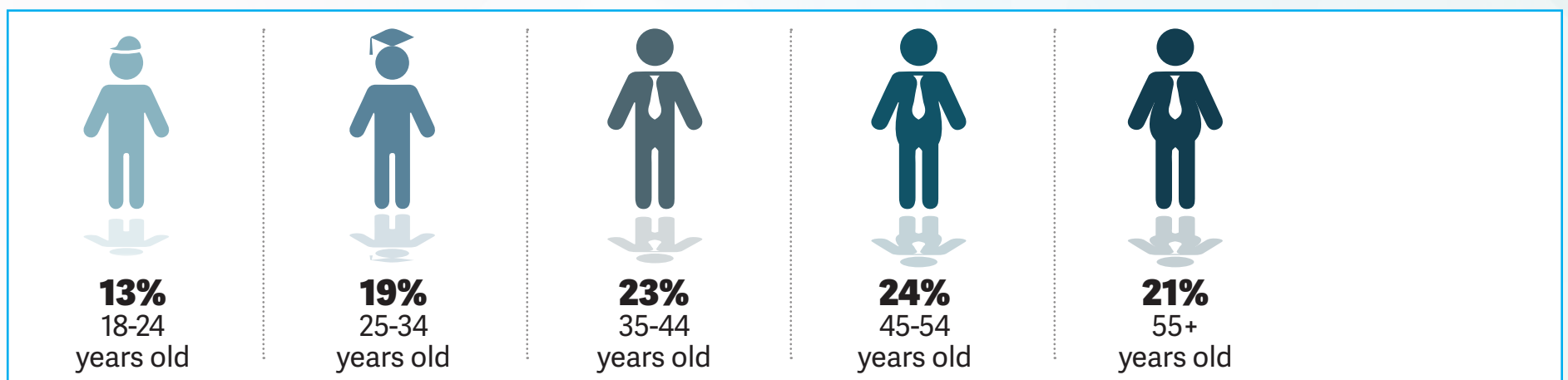
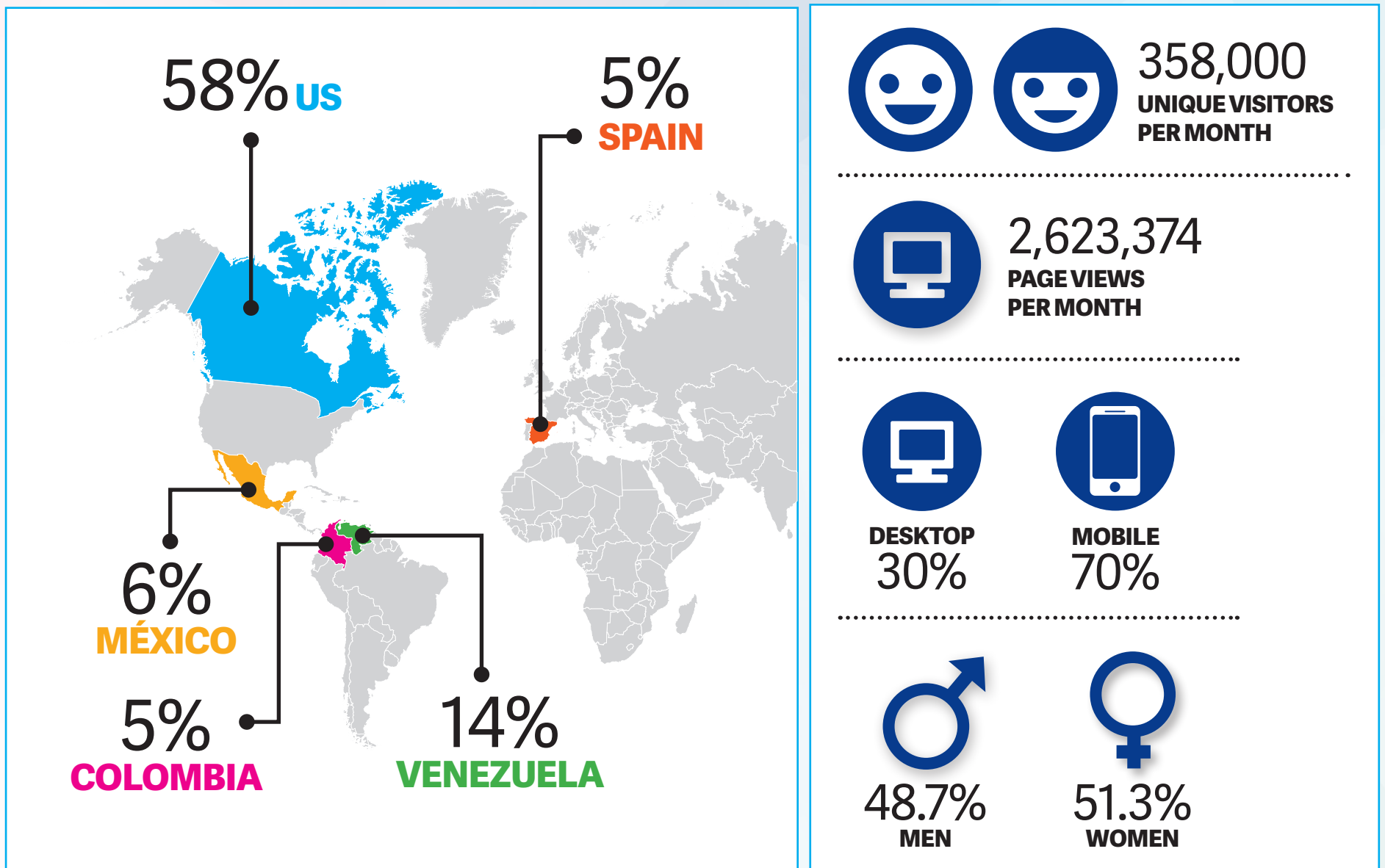
First-class coverage, characterized by the most rigorous objectivity, allows access to information within seconds of the news. In addition, our robust audiovisual offer propitiates the steady increase in the number of visitors and the time they remain in the portal.

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



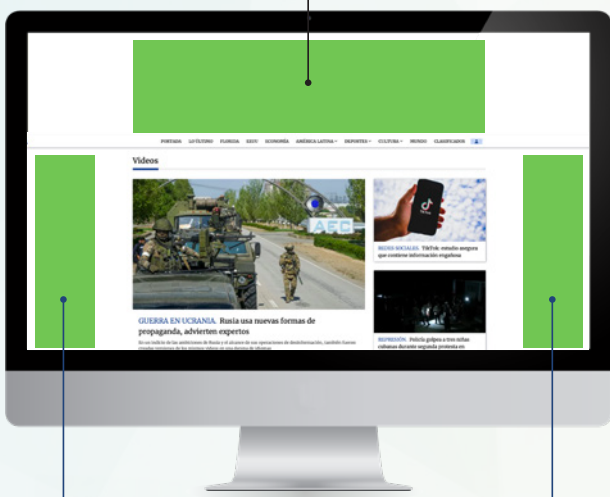
Advertisign Options in Our Website



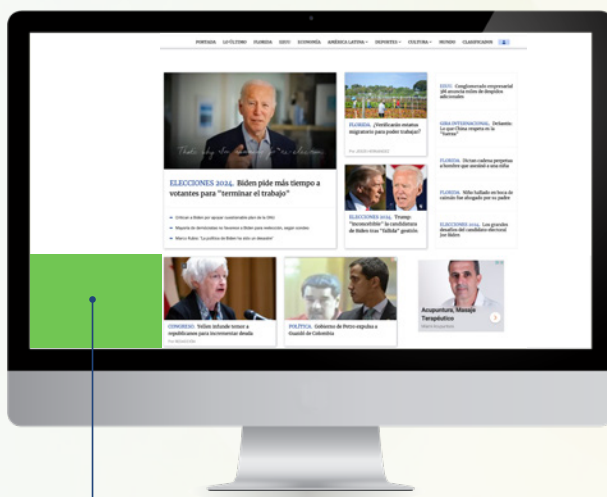
We offer multiple advertising opportunities on our web page. Here are some options:

- 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



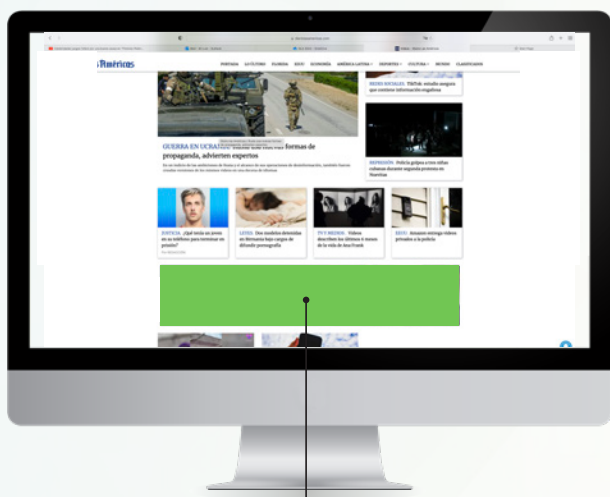
Skyscraper



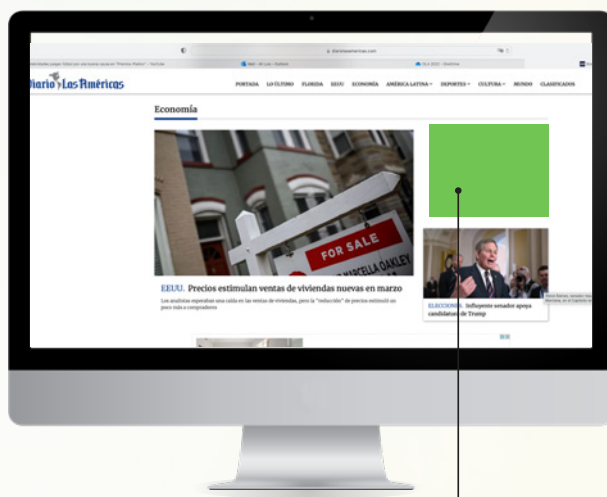
PreRoll with companion banner



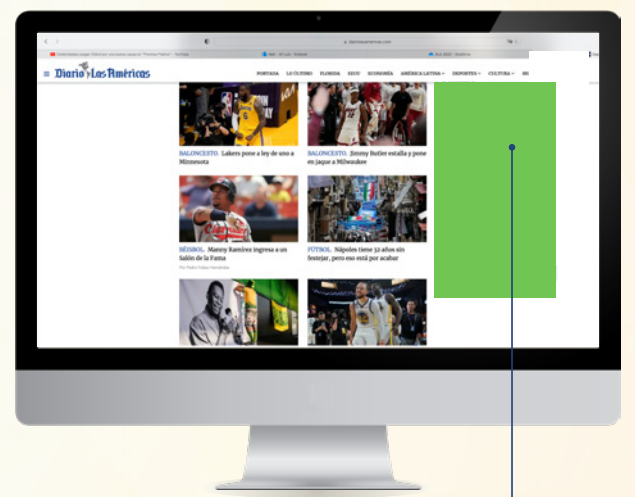
Mobile Banner



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

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 of reach your audience with a direct message through this channel.

Our digital bulletins offer includes:

PORTADA

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

DINERO

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.

LA BUENA NOTICIA

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.

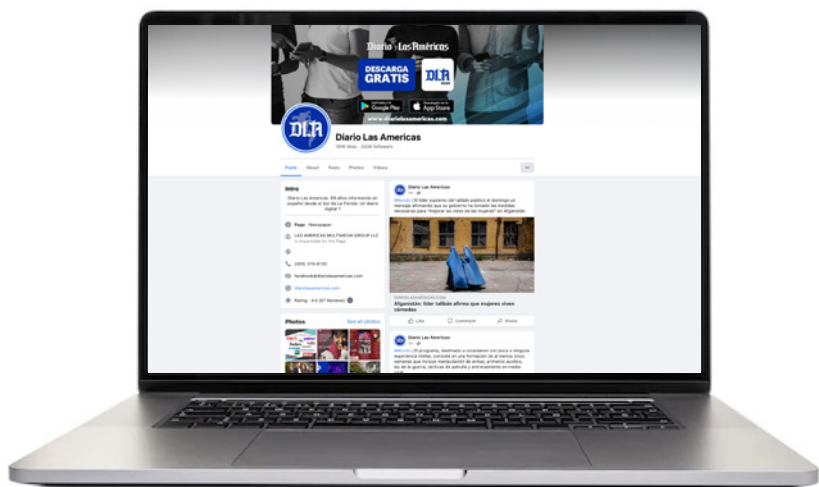
AVANCES DIARIO LAS AMERICAS

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.

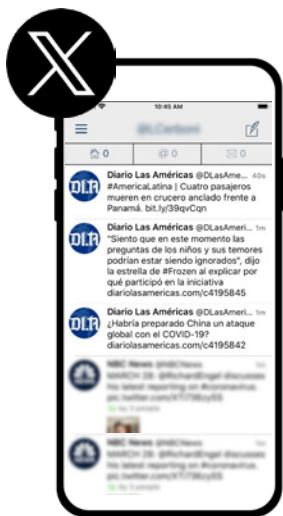


The Social Media Channels

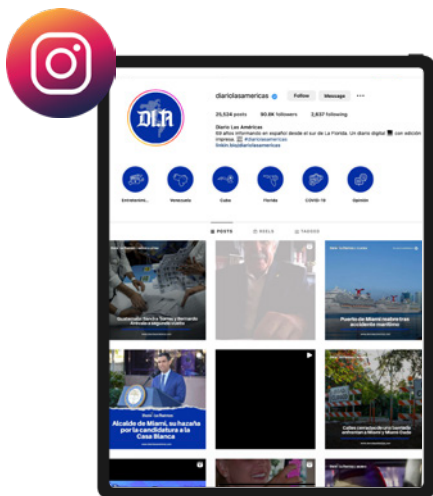
Figures



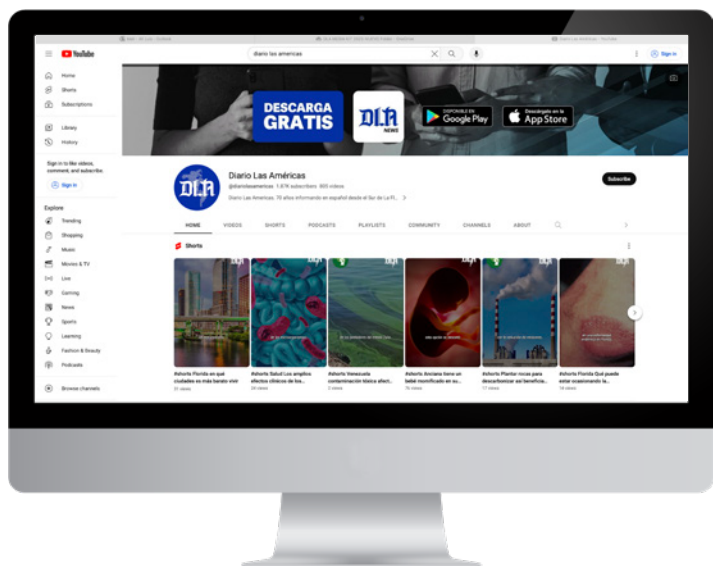
f FACEBOOK
@diariolasamericas
203K followers



X TWITTER
@DLasAmericas
185.7K followers



INSTAGRAM
diariolasamericas
91.4K 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

Special sections calendar 2023/24

January 2024

Health & Wellness (E)*
Revista del Diario (S)*

February 2024

Miami Boat Show (S)*
Heart Awareness (D)*
Dominican Republic (S)*
Revista del Diario (S)*

March 2024

Calle 8 - Carnival Miami (S)*
Colorectal Cancer (E)*
City of Hialeah (S)*
Revista del Diario (S)*

April 2024

Autism Month (S)*
Parkinson's Awareness (E)*
World Health Day (E)*
Vivir en Miami (M)*
Revista del Diario (S)*

May 2024

Empowered Women (M)*
Mental Wareness (S)*
Mother's Day (E)*
Cuban Independence (S)*
Nurse's Month (E)*
Revista del Diario (S)*

June 2024

Cataract Awareness (E)*
Father's Day (E)*
City of Homestead (S)*
4th of July USA/DLA/
Venezuela (S)*
Revista del Diario (S)*

July 2024

Colombian Independence (E)*
City of Sweetwater (S)*
Vivir en Miami (M)*
Revista del Diario (S)*

August 2024

Orthopedic Month (E)*
Dental Health (E)*
City of Doral (S)*
Revista del Diario (S)*

September 2023 - 24

Prostate Health Month (E)*
Miami en las Artes (S)*
Abuelos (E)*
Hispanic Heritage (S)*
Revista del Diario (S)*

October 2023 - 24

Open Enrollment/Beginning (S)*
Hispanic Heritage (S)*
Open Enrollment/Cancer
Mamas (S)*
Open Enrollt/Alzheimer (S)*
Vivir en Miami (M)*
Revista del Diario (S)*

November 2023 - 24

Open Enrollment/
Chiropractic & P. Therapy (S)*
Open Enrollment/Diabetes (S)*
Open Enrollment/
Cancer Pulmon (S)*
Revista del Diario (S)*

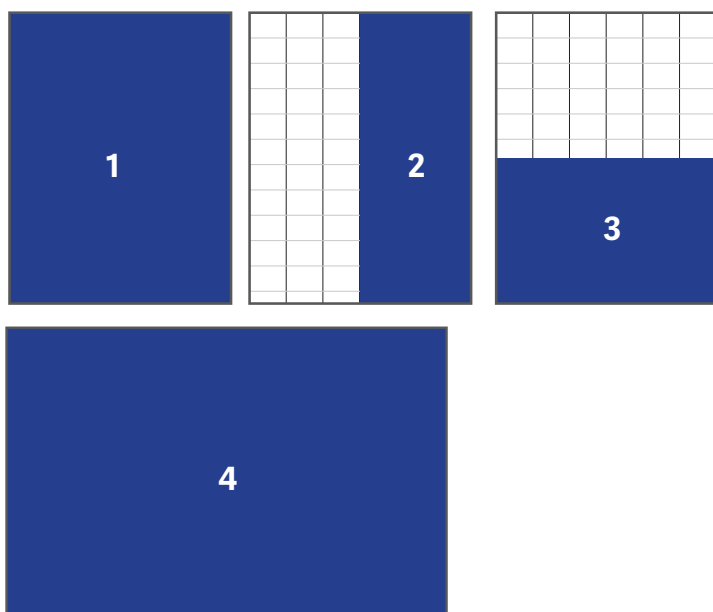
December 2023 - 24

Open Enrollment/
Día Medico (S)*
Health & Wellness (E)*
Christmas (E)*
New Year (E)*
Revista del Diario (S)*

(E) = Editorial (M) = Magazine (S) = Special Section

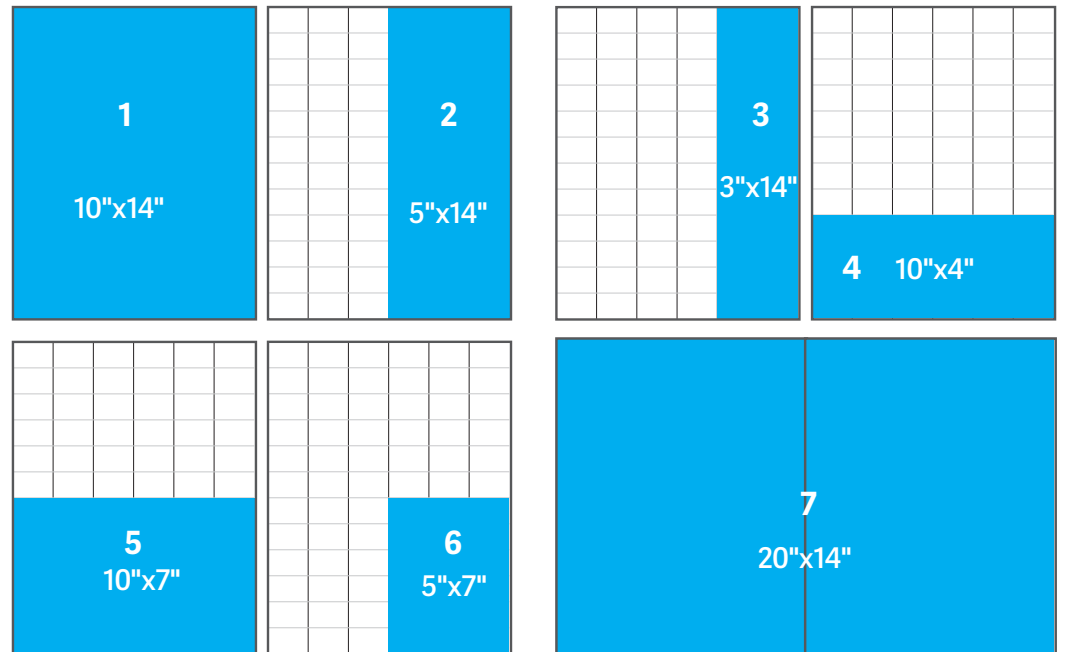
Magazines & Special Products specs

Magazines (9" x 12")

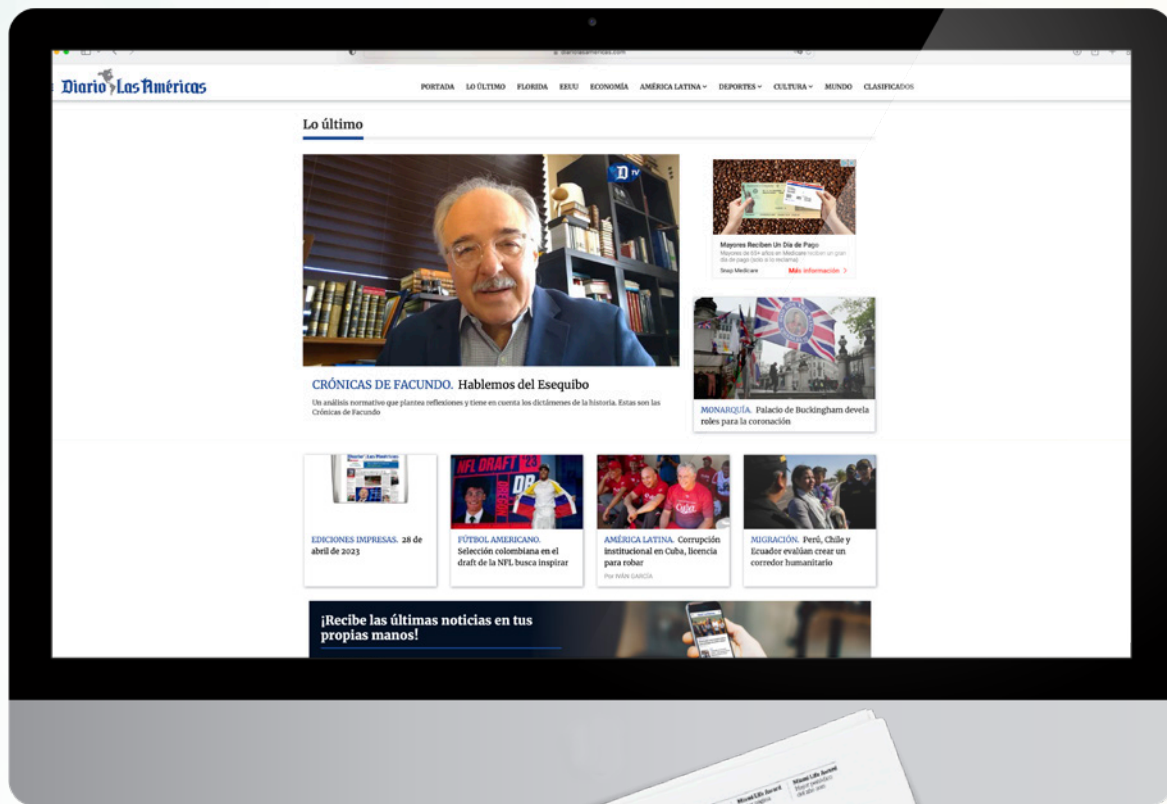


- 1 FULL PAGE: 9" x 12"
- 2 VERTICAL HALF PAGE: 4.5" x 12"
- 3 HORIZONTAL HALF PAGE: 9" x 6"
- 4 DOUBLE TRUCK: 18" x 12"

Special sections (10" x 14")



- 1 FULL PAGE: 10" x 14"
- 2 VERTICAL HALF PAGE: 5" x 14"
- 3 VERTICAL 1/3: 3" x 14"
- 4 BANNER: 10" x 4"
- 5 HORIZONTAL HALF PAGE: 10" x 7"
- 6 1/4 PAGE: 5" x 7"
- 7 DOUBLE TRUCK: 20" x 14"



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

Diario Las Américas .com

DLA Clasificados.com

Diario Las Américas TV

DLA Obituarios.com

LAS AMERICAS
 MULTIMEDIA GROUP

Diario Las Américas

www.DiarioLasAmericas.com

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

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

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