



Make newcomers your new clients and keep the loyalty of long time residents...

Make them choose your product or service instead of that of your competition

Advertise in

# El Paracaidist

la guía del recién llegado y de todos



Make your product or service be a part of the newcomers' adaptation process and reach them even before they arrive into South Florida. While you stay tuned with residents and citizens who have been here for the longest time.

**EI Paracaidista:** the newcomer and everybody's guide

**What is it?** A monthly Spanish-written publication with circulation in South Florida, which offers orientation information useful for Spanish-speaking newcomers and long time residents, and citizens of Latin American origin. It's a complete guide on "how to do" things, and a sort of X ray of the life's system in South Florida (and the United States in general) to help Hispanics face their settling process successfully, and their day to day matters while they progress. Its housing-transportation, education, immigration, health, work-money, leisure time, vital guide, citizen power, and calendar of events sections offer original contents with deep journalistic research, written with an entertaining easy-to-read style that makes them effortless to understand for readers of all ages and educational levels.

**Mission:** To guide and expedite the adaptation process of anyone who wishes to make of South Florida and the United States a permanent or temporary place of residence, and to attain this goal with success. Also, it aims to facilitate the progress of permanent residents and citizens in this country. A complete tool kit for positive acculturariion.

**Online Version:** **EI Paracaidista** has its parallel online version [www.elparacaidista.com](http://www.elparacaidista.com), a complete website with the same information available on the paper publication, plus a rich archive of articles that accumulate through time. These articles have become a truthful library of resources of the highest editorial quality.

**EI Paracaidista**  
is a collectable  
orientation guide

**Key data:**

- **168,000** people read **EI Paracaidista** every month in South Florida (passing along readership in estimated in 8 people per copy).
- **More than 30,000** users connect to the website every month in the U.S., Latin America, and Europe.
- The **estimated readership** surpasses **200,000** readers per month with both versions.





### Key data:

- **90%** of readers are graduated professionals.
- **10%** has technical and vocational education, or unfinished studies.
- **95%** has a high school diploma.
- **38%** has its own business.
- **35%** is bilingual Spanish-English.
- **52%** of the readers have been in the U.S. between 1 month and 3 years.
- **48%** has been in the U.S. 3 to 25 years.
- **15%** is between 60 and 65 years old.
- **45%** is between 40 and 59 years old.
- **25%** is between 25 and 39 years old.
- **15%** is between 18 and 24 years old.
- **95%** has Internet access.
- **98%** has a cell phone.
- **56%** of the readers are female.
- **44%** of the readers are male.
- **15%** has a household income between \$75,000 and \$110,000
- **49%** has a household income between \$45,000 and \$74,000.
- **20%** has a household income between \$25,000 and \$44,000
- **16%** has a household income between \$12,000 and \$24,000

**Target:** South Florida Spanish-speaking newcomers who arrive with the purpose of establishing permanent or temporary residency in this region, whether they are here for family, study, work, business, entertainment or health reasons. Also long time residents and citizens who find in **El Paracaidista** a complete orientation guide to support them in their daily progress. The online version is available for people inquiring information from out of state or overseas to help them make the necessary logistic and economical decisions before arriving into South Florida. It is a vital online resource center consulted by established residents in South Florida.

**Circulation: 21,000 copies** distributed **free** in over **800 strategic points** all around **Miami-Dade, Broward, and Palm Beach** counties at places such as: supermarkets, consulates, chambers of commerce, small business support centers, employment agencies, hospitals, community clinics, public libraries, Latin cafes, bakeries and restaurants, public schools, (where English language programs are available), language institutes, universities and colleges, cyber cafes, offices of immigration services, centers for refugees and asylees, money transfer agencies, amongst others. It is also available via subscription.

**Reader profile:** Spanish-speakers between the ages of **18 and 65** (classes A B C, predominantly B): graduate and undergraduate students, professionals, with technical degrees or vocational education, high school graduates, small business owners, and entrepreneurs.

**Target Market:** It is calculated that approximately 100,000 to 350,000 Latin American people arrive into South Florida annually to stay for good. The monthly amount is estimated to be around 12,000 Latin Americans who arrive into South Florida from overseas and other states of the U.S. **Readers country of origin are:** Argentina, Chile, Central America, Colombia, Cuba, Dominican Republic, Ecuador, Honduras, Mexico, Peru, Spain, Nicaragua, Uruguay, and Venezuela.

# Ad Rates

| <b>Ad Sizes</b>            | <b>1 issue</b><br>(1 Month) | <b>3 issues</b><br>(3 Months) | <b>6 issues</b><br>(6 Months) | <b>10 issues</b><br>(12 months) | <b>Design Fee</b> |
|----------------------------|-----------------------------|-------------------------------|-------------------------------|---------------------------------|-------------------|
| Back cover                 | \$2,600 in Color            | \$2,340 in Color              | 2,210 in Color                | \$1,950 in Color                | \$50              |
| Inside cover & back cover  | \$1,150 / \$1,300C          | \$1,035 / \$1,185C            | \$970 / \$1,120C              | \$865 / \$1,015                 | \$50              |
| Double Spread              | \$1,950 / \$2,100C          | \$1,755 / \$1,905C            | \$1,660 / \$1,810C            | \$1,460 / \$1,610C              | \$50              |
| 1 Page                     | \$820 / \$970C              | \$750 / \$900C                | \$700 / \$850C                | \$640 / \$790C                  | \$50              |
| 1/2 Page                   | \$530 / \$655C              | \$480 / \$605C                | \$455 / \$580C                | \$405 / \$530C                  | \$40              |
| 1/4 Page                   | \$285 / \$360C              | \$260 / \$335C                | \$245 / \$320C                | \$225 / \$300C                  | \$35              |
| 1/6 Page                   | \$215 / \$290               | \$200 / \$275                 | \$185 / \$260                 | \$175 / \$250                   | \$25              |
| 1/8 Page                   | \$165 / \$215C              | \$150 / \$200C                | \$140 / \$190C                | \$125 / \$175C                  | \$25              |
| Business Card              | \$135 / \$185C              | \$120 / \$170C                | \$110 / \$160C                | \$99 / \$149C                   | \$25              |
| 1/16 Page                  | \$95 / \$120C               | \$85 / \$110C                 | \$78 / \$103C                 | \$70 / \$95C                    | \$25              |
| Classified (max. 20 words) | \$55 / \$70C                | \$50 / \$65C                  | \$42 / \$57C                  | \$35 / \$50C                    | \$15              |
| Insert                     | \$2.500                     | \$2.200                       | \$1.800                       | \$1.350                         | ---               |

\*C is for color advertisements (four color process). All prices are per issue. **These are net rates.**

## Online Rates

|  | <b>Banner size</b><br><b>(wide x high)</b> | <b>Monthly Rate</b> | <b>Design Fee</b> |
|--|--|---------------------|-------------------|
| Rotating in main portal, six sections, all articles, and archive pages | 468 x 60 pixels                            | \$300               | \$25              |
| Rotating in six sections, articles, archive pages                      | 468 x 60 pixels                            | \$220               | \$25              |
| Rotating in all articles, and archive pages                            | 468 x 60 pixels                            | \$120               | \$25              |
| Fixed in Main Portal   | 728 x 90 (Leaderboard)                     | \$600               | \$25              |
| Fixed in Main Portal   | 120 x 240 (Upbutton)                       | \$300               | \$25              |
| Fixed in Main Portal   | 120 x 60 (Button)                          | \$100               | \$25              |
| Fixed in one Section   | 728 x 90 (Leaderboard)                     | \$450               | \$25              |
| Fixed in one Section   | 160 x 600 (Wide Skyscraper)                | \$400               | \$25              |
| Fixed in one Section   | 300 x 250 (Medium Rectangle)               | \$250               | \$25              |
| Fixed in one Section   | 120 x 240 (Upbutton)                       | \$200               | \$25              |
| Fixed in one Section   | 120 x 60 (Button)                          | \$75                | \$25              |
| Fixed in Articles (of a section)                                       | 728 x 90 (Leaderboard)                     | \$350               | \$25              |
| Fixed in Articles (of a section)                                       | 160 x 600 (Wide Skyscraper)                | \$300               | \$25              |
| Fixed in Articles (of a section)                                       | 120 x 240 (Upbutton)                       | \$100               | \$25              |
| Fixed in Articles (of a section)                                       | 120 x 60 (Button)                          | \$50                | \$25              |

\*3 months 5% discount, 6 months 10% discount, 12 months 15% discount. **These are net rates.**

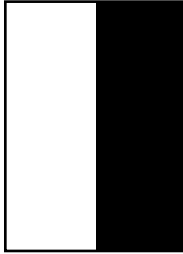
# Ad Sizes



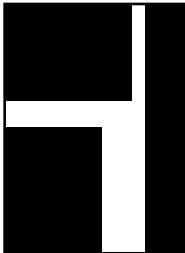
1 Page  
7.5" x 10"



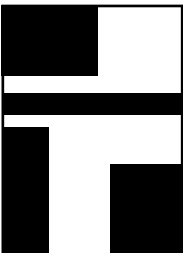
1/2 Page  
7.5" x 5"



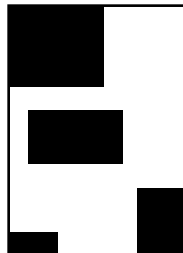
1/2 Page  
3.75" x 10"



1/4 Page  
4.75" x 3.5" 7.5" x 1.8"



1/8 Page  
2.75" x 3.5" / 4.75 x 1.8  
1" x 7.5"



1/6 Page Business Card 1/16 Page  
3.25" x 3.5" 3.5" x 2" 1.75" x 2.5"  
Classified 1" x 1.8

Add 1/4 inch per side for bleed ads and allow enough space (1/2 inch) for page cut lines.

**Format:** 8 1/4" x 10 3/4"  
Black & White / Color.

**Deadline:** Ads' final arts are due before the 20th (5:00 PM) of the month previous to publication.

## Design service:

Design services and adaptation of Ads are available (\$35 per hour).

**Ad files:** TIFF, JPG, PDF - in 300 DPI resolution).

**Publication Date:** It is available to the public on the first 5 days of each month.

**Periodicity:** Monthly, with 10 issues per year with two joint July-August / December-January issues.

**Send your material:** Send your final art via email to: [publicidad@elparacaidista.com](mailto:publicidad@elparacaidista.com)

**To reserve your space call:** 786-553-4008

## Ad Dimensions

**1 Page:** 7.5 x 10 inches

**1/2 Page horizontal:** 7.5 x 5 inches

**1/2 Page vertical:** 3.75 x 10 inches

**1/4 Page:** 3.5 x 4.75 inches (vertical or hor.)

**1/4 Page:** 7.5 x 1.8 inches (column)

**1/6 Page:** 3.25 x 3.5 inches (horizontal)

**1/8 Page:** 3.5 x 2.75 inches (vertical or hor.)

**1/8 Page:** 4.75 x 1.8 inches (column)

**1/8 Page:** 1 x 7.5 inches (banner)

**Business Card:** 3.5 x 2 inches (horizontal)

**1/16 Page:** 2.5 x 1.8 inches

(vertical orientation)

**Classified:** 1 x 1.8 inches (horizontal)

## Banners format

72 dpi - GIF, JPG, Flash- max. 40K file size.

All newcomers will have to  
choose between products  
and services available  
in the market.

Long time residents  
continue choosing...

**Have them choose yours!**

Advertise in

**El Paracaidista**  **v**<sup>®</sup>  
la guía del recién llegado y de todos

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Photography: Henry Romero

- **El Paracaidista** is a certified Minority Women Business Enterprise (M/WBE) by Miami-Dade County Public Schools.
- As a proud member of the **National Association of Hispanic Publications** **El Paracaidista** was awarded two NAHP's **José Martí Publishing Awards** in March 2009 in **Outstanding Newsprint Publication & Best Community Article** categories in 2009.
- In 2008 it was awarded **The Adult and Community Educators of Florida's Media Promotion of the Year**.
- **Yahoo! en Español** awarded **www.elparacaidista.com** the Worldwide Prize "**Best Website in Spanish**" in 2003 for its excellent journalistic articles, high traffic volume, and quality of design.
- **The Miami New Times** awarded **El Paracaidista** the Prize "The Best of Miami" in "Best Resource for Recent Arrivals" category in 2002.
- **El Paracaidista** is distributed in over 40 cities in South Florida in over 800 points.
- **El Paracaidista** is a publication that targets readers of all nationalities, without distinction of countries of origin, with information useful to resolve any circumstances people might be passing through.