



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

Make them choose your product instead of that of your competition

Advertise in

El Paracaidist  **v**®

la guía del recién llegado a miami

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 who are here for the longest time.

El Paracaidista: the newcomer's guide

What is it? A monthly publication circulating in South Florida, which offers orientation information useful for Spanish-speaking newcomers and long time residents. It presents application procedures for a vast array of situations, services available for the community (government and private sectors), active legislations, etc. 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, and these are 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 a permanent or temporary place of residence and to attain this goal with success. Also, it aims to facilitate the progress of permanent residents of the area.

Online Version: **El Paracaidista** has its parallel online version 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 are updated constantly to offer useful and adequate information, and have become a truthful library of resources of the highest editorial quality.

El Paracaidista is a collectable orientation guide

Key data:

- **120,000** people read **El Paracaidista** every month in South Florida (passing along readership in estimated in 6 people per copy).
- **More than 30,000** users connect to the website every month in the U.S., Latin America, and Europe.
- The **estimated circulation** surpasses **150.000** readers per month with both versions.



Ad Sizes



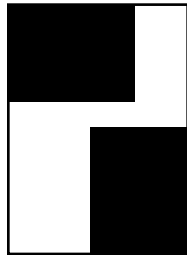
1 Page
7.5" x 10"



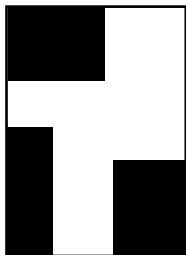
1/2 Page
7.5" x 5"



1/2 Page
3.75" x 10"



1/4 Page
4.75" x 3.5"



1/8 Page
2.75" x 3.5" / 4.75 x 1.75



1/16 Page
1.75" x 2.5"

Ad Dimensions

1/16 Page: 2.5 x 1.75 inches
(vertical orientation)

1/8 Page: 3.5 x 2.75 inches (vertical or horizontal)

1/8 Page: 4.75 x 1.75 inches (column)

1/4 Page: 3.5 x 4.75 inches
(vertical or horizontal)

1/2 Page vertical: 3.75 x 10 inches

1/2 Page horizontal: 7.5 x 5 inches

1 Page: 7.5 x 10 inches

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

Banners

Banner Sizes:

468 x 60 pixels (72 dpi - GIF, JPG,

Flash- max.15K file size).

Banners will be changed monthly in the website and they will have a link to the advertiser's website or email at no additional cost.

The main sponsorship equals the newspaper's back cover (1 Page), a button 1.75 x 1.5 inches on the right side of newspaper's logo in the cover, plus banner and a button 120 x 113 pixels in website portal, in addition to two buttons 120 x 60 pixels in all pages of website.

- A banner in the website's portal equals a full Page Ad in the paper version.
 - A banner in section level equals 1/2 Page Ad in the paper version.
 - A banner in article level equals a 1/4 Page Ad in the paper version.

All banners rotate equally in each corresponding level for the time contracted (per issue).

Each online issue lasts for a month, but double issues are current for two months.

As an incentive, there is a banner pool that publishes in the archive search sections and in the Calendar page.

All banners have additional publication on that pool.

All newcomers will have to
choose between products
and services available
in the market.
Long time residents
continue choosing...

Have them choose yours!

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El Paracaidista  **v**[®]
la guía del recién llegado a miami

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Key Data:

● **El Paracaidista** is certified by the Florida Regional Minority Business Council (FRMBC) as Minority Business Enterprise (MBE). It is also certified by the City of Miami as Minority Women Business Enterprise (M/WBE). And by Miami-Dade County as Hispanic Business Enterprise (HBE) and Women Business Enterprise (WBE). Its distribution of 20,000 is audited by Certified Audit of Circulations.

● **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** has directly and indirectly helped to improve the quality of life of more than 300,000 Hispanic people in the United States through seminars, telephonic consultations, and by answering to their questions via email.

● **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.