



ADVERTISING TARGETING THE HISPANIC MARKET

MEDIA KIT 2024

AUSTIN

PRINT PUBLICATION | ONLINE WEBSITE | SOCIAL MEDIA

WHY USE BUENA SUERTE ADVERTISING?

- Published weekly.
- High quality distribution points throughout Austin.
- An average of 270,000 views monthly on BuenaSuerte.com.
- 10,000 Followers, 19,000 Reach and 11,000 in Engagement on average per month between all our social media channels.



**PRINT COPIES OF
BUENA SUERTE
AVAILABLE AT
HIGH TRAFFIC BUSINESSES
THROUGHOUT AUSTIN**

DISTRIBUTION

**Published weekly. Distributed
on Fridays at hundreds
of high quality locations
throughout:**

AUSTIN

CEDAR PARK

PFLUGERVILLE

BUDA

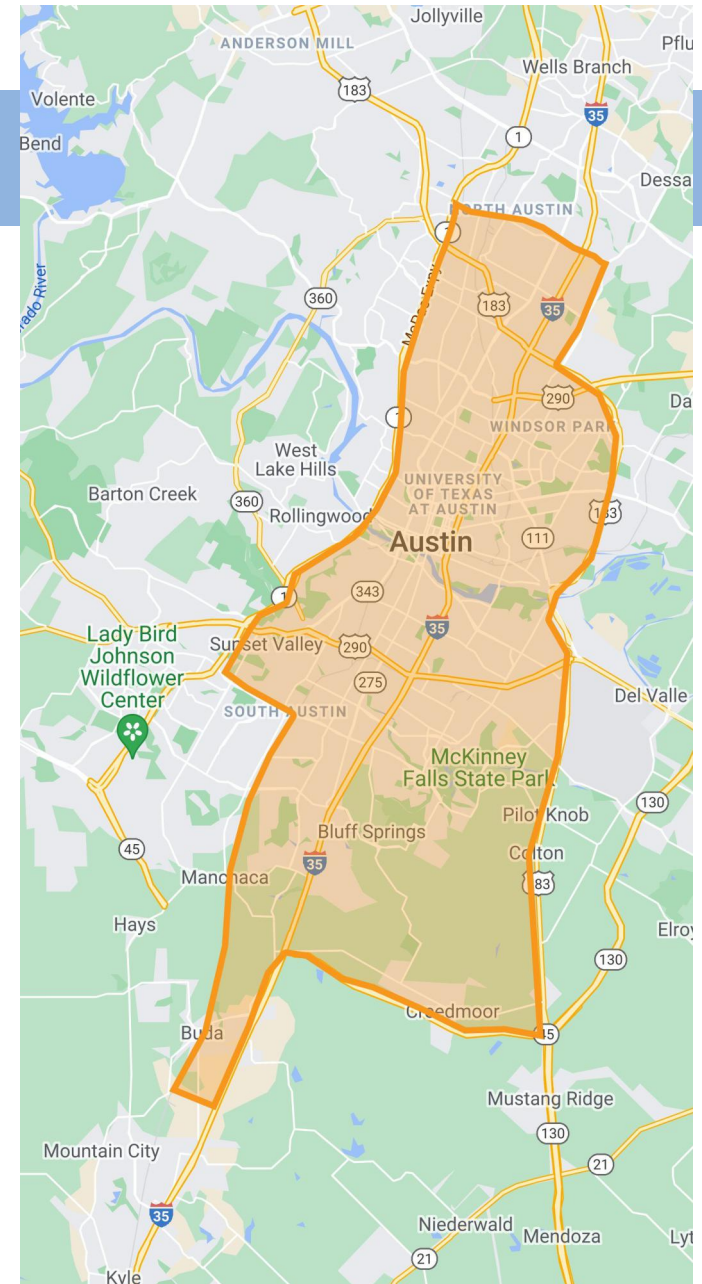
KYLE

SAN MARCOS

Deadline*:

• Monday at 12:00 PM

* On weeks with holidays, deadlines are moved up one or more business days.



Published Weekly, distributed on Friday.

512.345.0101

ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?

**HISPANIC HOUSEHOLDS IN THE
AUSTIN AREA ACCOUNT FOR**

\$7.9 Billion*

**IN ANNUAL
SPENDING**

With 33 years of experience
in the Hispanic market
Buena Suerte is your
best choice for reaching
this booming market.

**Source: U.S. Census Bureau.*

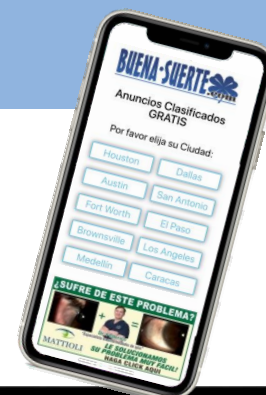
512.345.0101

www.BuenaSuerte.com Rate Card

All Ad Buys Include a 1 Page Basic Website in Spanish

(Please see below for website options)

| PRINT | 1 Week | 26 Weeks | 36 Weeks | Web Banner |  Facebook |  Instagram |  Instagram Reels |
|-----------|--------|----------|----------|------------|--|---|---|
| 2X2 | \$32 | \$24 | \$20 | 1 | ✓ | ✓ | |
| 3X2 | \$48 | \$36 | \$30 | 1 | ✓ | ✓ | |
| 3X3 | \$75 | \$54 | \$45 | 1 | ✓ | ✓ | |
| 1/4 Page | \$156 | \$98 | \$78 | 1+ | ✓ | ✓ | ✓ |
| 1/2 Page | \$312 | \$195 | \$156 | 1+ | ✓ | ✓ | ✓ |
| Full Page | \$672 | \$420 | \$336 | 1+ | ✓ | ✓ | ✓ |



ALL WEBSITES INCLUDE

1. Link to your BuSu webpage or your website.
2. Google map.
3. Google analytics report.
4. Two liner web word ads (Valued at \$20 weekly).

Prime Spot Rates: 3x the Regular Ad Rate

Includes same size AD under section.

WEB BANNER SIZES 250 x 120 AND 250 x 250 PIXELS

COLUMN DIMENSIONS

| | |
|----------------------|-----------------------|
| 1 Col. = 1.5 Inches | 4 Col. = 6.75 Inches |
| 2 Col. = 3.25 Inches | 5 Col. = 8.5 Inches |
| 3 Col. = 5 Inches | 6 Col. = 10.25 Inches |

