



ADVERTISING TARGETING THE HISPANIC MARKET

# MEDIA KIT 2024

## DALLAS / FORT WORTH

PRINT PUBLICATION | ONLINE WEBSITE | SOCIAL MEDIA

# WHY USE BUENA SUERTE ADVERTISING?

- Published weekly.
- High quality distribution points throughout the Metroplex.
- 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.

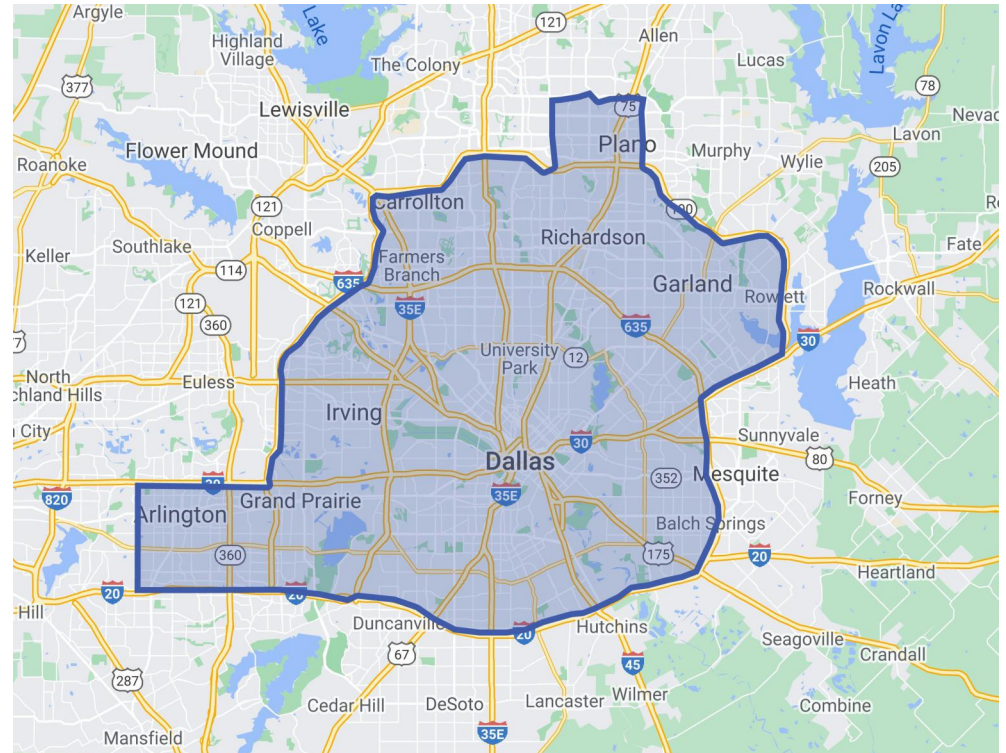


**PRINT COPIES OF  
BUENA SUERTE  
AVAILABLE AT  
HIGH TRAFFIC BUSINESSES  
THROUGHOUT THE METROPLEX**

# DISTRIBUTION

Distributed weekly in:

Addison	Highland Park
Arlington	Irving
Balch Springs	Love Field
Carrollton	Mesquite
Cockrell Hill	Oak Cliff
Garland	Plano
Grand Prairie	Richardson



## HIGH QUALITY DISTRIBUTION POINTS THROUGHOUT THE METROPLEX

85% of Print Circulation is Through Retail Outlets

Deadline\*:

- Monday at 12:00 PM

Published Weekly, distributed on Friday.

214.272.2122

**ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?**

**HISPANIC HOUSEHOLDS IN THE DALLAS  
FORT WORTH METROPLEX ACCOUNT FOR**

**\$30 Billion\***

**IN ANNUAL SPENDING**

**Median  
Household Income  
\$40,921**

**Per Capita  
Income  
\$22,183**

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.*

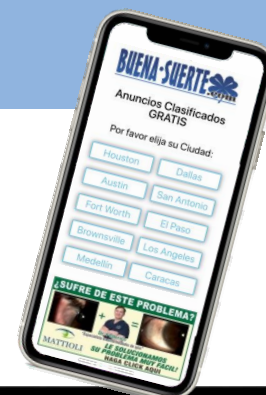
**214.272.2122**

# 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

