



BUENA•SUERTE



ADVERTISING TARGETING THE HISPANIC MARKET

MEDIA KIT 2024

SAN ANTONIO

PRINT PUBLICATION | ONLINE WEBSITE | SOCIAL MEDIA

WHY USE BUENA SUERTE ADVERTISING?

- Published weekly.
- High quality distribution points throughout San Antonio.
- 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 SAN ANTONIO**

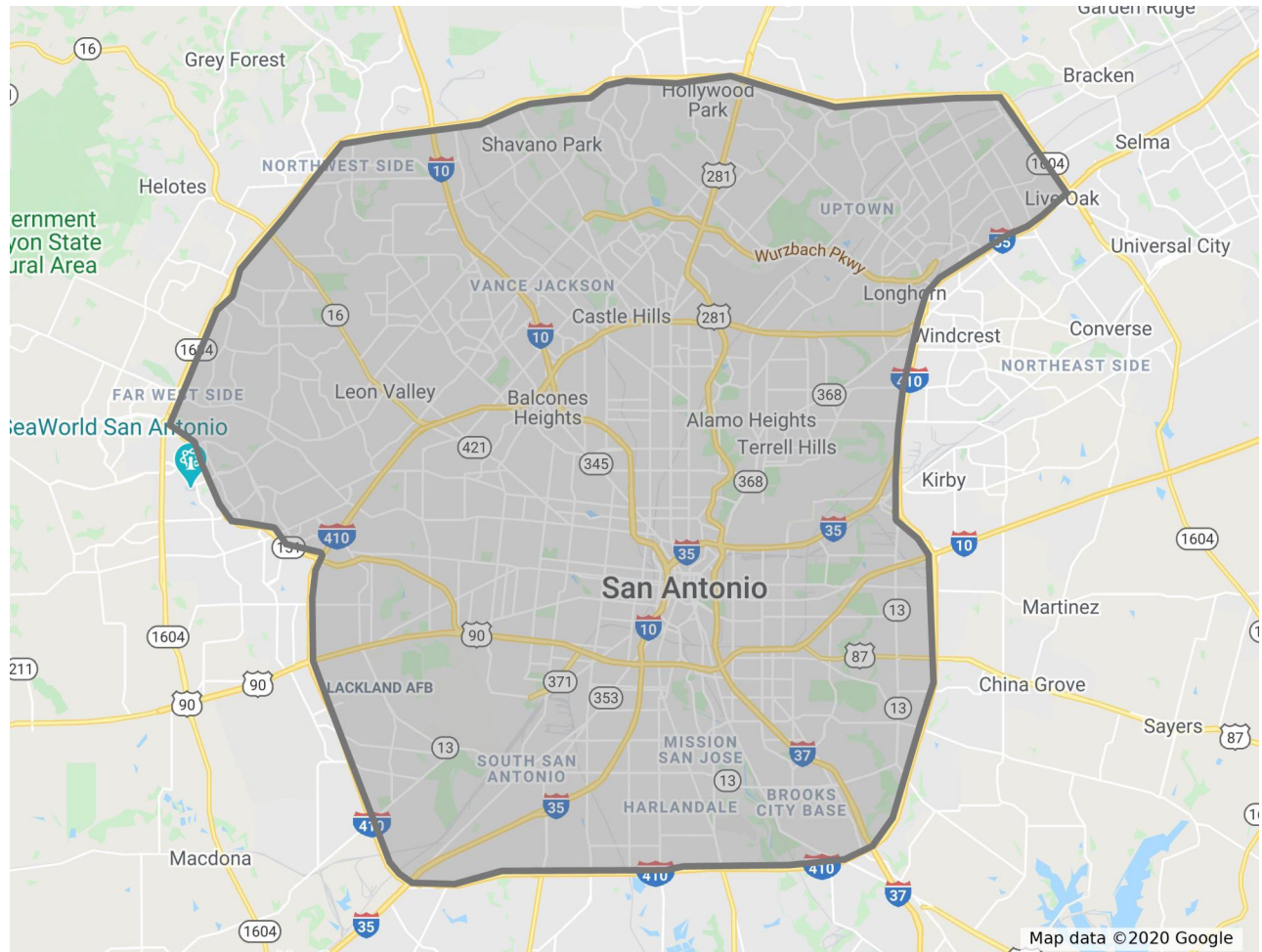
DISTRIBUTION

El Periodico Buena Suerte San Antonio is published and distributed weekly in high quality locations throughout the highlighted area in the adjacent map.

Deadline*:

- Monday at 12:00 PM

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



Published Weekly, distributed on Friday.

210.444.0001

ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?

**HISPANIC HOUSEHOLDS IN THE
SAN ANTONIO AREA ACCOUNT FOR**

\$13.3 Billion*

IN ANNUAL SPENDING

**Median Household
Income \$36,214**

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.*

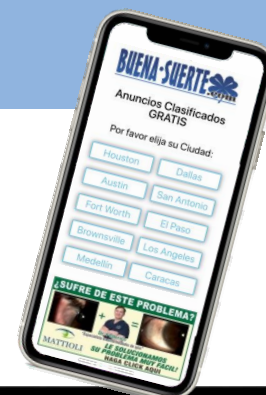
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www.BuenaSuerte.com Rate Card

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

