

# JAMBALAYA NEWS

The Community's Trusted Bilingual Newspaper

Louisiana

FREE GRATIS

## JAMBALAYA NEWS

The Community's Trusted Bilingual Newspaper

Established 2004

Bi-Weekly Español / English June 24, 2010 Year 7 #12

### Salvemos Nuestras Costas

### Save Our Coast

**WELCOME TO VENICE MARINA**  
FISHING CAPITAL OF THE WORLD  
VENICE, LOUISIANA

Rufino Saavedra  
Serpas

Hilda Solis visita Louisiana/  
Visits Louisiana page 7-9

Clinicas ofrecen asistencia de salud asequible  
Clinics offer Affordable Healthcare page 20

6 de Julio último día para  
reinscripción del T.P.S.

Consul Honorario de Perú/Honorary Consul of Peru page 14-15

Cero Tolerancia  
No Tolerance page 6

Este Carro Puede Ser Suyo...  
Siga la Ruta y Obtenga su Boleto  
RIFA JULIO 11 2010 @ LA AZTECA RESTAURANT

South Africa 2010 FIFA World Cup

ABC TITLE

FREE • GRATIS

## Jambalaya News

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Southwest, Louisiana

Spanish / English

Bi-Weekly

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### "Selección Catracha" Clasifica a la hexagonal final

Honduras National Soccer Team Qualified for the Hexagonal

La entrega de placas es inmediata!

ABC TITLE

Motor Vehicle Office

Auto Title Processing

Acceptamos todas las licencias.

Monday thru Friday 9am - 7pm / Saturday 9am - 3pm

Radio 104.5

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### Gustav

### Ike

### Hanna

2008 Atlantic Storm Names

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Bi-Weekly Español / English July 13, 2010

### ...Un equipo, una Lucha, una Voz, una Ciudad...

One Team, One Fight, One Voice, One City

Mitch Landrieu: Alcalde New Orleans / Mayor

La entrega de placas es inmediata!

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Bi-Weekly Español / English October 24, 2010

### David Vitter LANZA CAMPAÑA DE ODIOS CONTRA LATINOS

Comunidad Reacciona!

David Vitter Lanza Campaign of Hate against Latinos

La entrega de placas es inmediata!

ABC TITLE

Motor Vehicle Office

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Monday thru Friday 9am - 7pm / Saturday 9am - 3pm

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## JAMBALAYA NEWS

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Bi-Weekly Español / English April 13, 2010

### Indocumentados Fuera de la reforma de Salud!

Health Care Reform Leaves out Undocumented Immigrants

La entrega de placas es inmediata!

ABC TITLE

Motor Vehicle Office

Auto Title Processing

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Monday thru Friday 9am - 7pm / Saturday 9am - 3pm

Established  
2004



BILINGUAL  
NEWS

# 8 Reasons to advertise in Jambalaya News

**1. Reach.** Newspapers in general are the most cost-effective way to reach the largest audience, and the timing is fast. An ad can appear just days after deciding to advertise. You can also change ads frequently and Jambalaya News Louisiana will assist with the design and production at little or no charge.

**2. Flexibility.** Jambalaya News Louisiana allows the advertiser to build an ad in any size.

**3. Integrity/trust.** Consumers consider respected people use newspapers. The majority of the public trusts newspapers more than any other medium. Jambalaya News Louisiana has been a constant since 2004.

**4. Newspaper Editorials.** The newspaper editorial settings generally augment credibility and dependability to the brand being advertised. To readers, the advertising is just as important as the news. Jambalaya News Louisiana editorials are bilingual in Spanish and English reaching a greater amount of the market share.

**5. Distribution.** Jambalaya News Louisiana is distributed in 10 parishes with over 450 distribution sites with a circulation of 30,000 monthly copies and an estimated readership of 3.7 readers per copy.

**6. Relied upon.** Advertising in print media is a valuable commodity to readers. Consumers check out ads in planning their shopping and activities.

**7. Affordability.** Print media tends to be more affordable, more accessible and over and over again more effective. Newspaper ads are more informative; often there is more room for important details, such as prices and phone numbers.

**8. Results.** Advertising in Jambalaya News Louisiana works! Newspaper ads create traffic and establish brand.

## Print Publication 2011

### JAMBALAYA NEWS FACTS:

- ✦ **Format:** Tabloid 13 x 17 inches
- ✦ **Language:** Bilingual (Spanish & English)
- ✦ **Average Pages:** 24 - 32
- ✦ **Coverage:** New Orleans Metro & Surrounding Areas
- ✦ **Frequency:** Bi-Weekly
- ✦ **Single Copy Price:** Free
- ✦ **Year Established:** 2004
- ✦ **6 months Subscription:** \$30
- ✦ **12 months Subscription:** \$45

### CIRCULATION

- ✦ **Circulation:** 30,000 Monthly
- ✦ **Parishes:** St. Tammany, Orleans, Jefferson, St. Bernard, St. John the Baptist, Baton Rouge, Ascension, Terrebonne, Tangipahoa, & afouche
- ✦ **450 Distribution Sites**
- ✦ **Readership:** 120,000 Monthly  
\* Estimated 3.7 readers per copy



### Frequency Discounts

- 8-15 Issues: 5%
- 16-up Issues: 10%

### COVERS:

Front Cover (Banner only)	\$2,500
Inside Front Cover	\$1,300
Page # 3	\$1,100
Inside Back Cover	\$1,300
Back Cover	\$1,500

### COLOR FEES

#### AD SIZE      PROCESS COLOR

- ✦ Full page      \$90
- ✦ Half Page      \$80
- ✦ Fourth          \$70
- ✦ Eighth          \$60
- ✦ Tenth            \$50

**Art Fee:**  
Flat Rate: \$45

**Art work must be sent to**  
[ads@jambalayanews.com](mailto:ads@jambalayanews.com):

Art work supplied by clients **must be** in the correct ad size. Ad art work can be sent in the following formats: PDF, JPG and TIFF (all files must be CMYK, 300 dpi)  
**No cancellations after deadline!**

**All rates provided are net rates. Advertising availability is based on impression inventory**

**Full Page**  
10x13.64

B/W  
**\$750**

**Half**  
(Horizontal)  
10.38x6.75

B/W  
**\$650**

**Fourth**  
5.07x6.75

B/W  
**\$550**

**Eighth**  
5.07 x 3.25

B/W  
**\$300**

### FSI RATES (Inserts)

**Local (Single Sheet):**  
\$75 per 1000  
**National (Single Sheet):**  
\$85 per 1000  
**Minimum: 3,000**  
**Zoning Fee: \$100**

**Tenth**  
(5.07x2.5)

B/W  
**\$250**

Classifieds prices are per month.

**Classified #1**  
(1.96x2.89)  
**\$150**

**Classified #2**  
(1.96x1.37)  
**\$100**

### CALL FOR SPECIALS

- Networking Directory Rates;
- Christmas Rates;
- Valentines Day Rates;
- Mardi Gras Rates;
- Mothers/Father Day Rates &
- Summer Specials