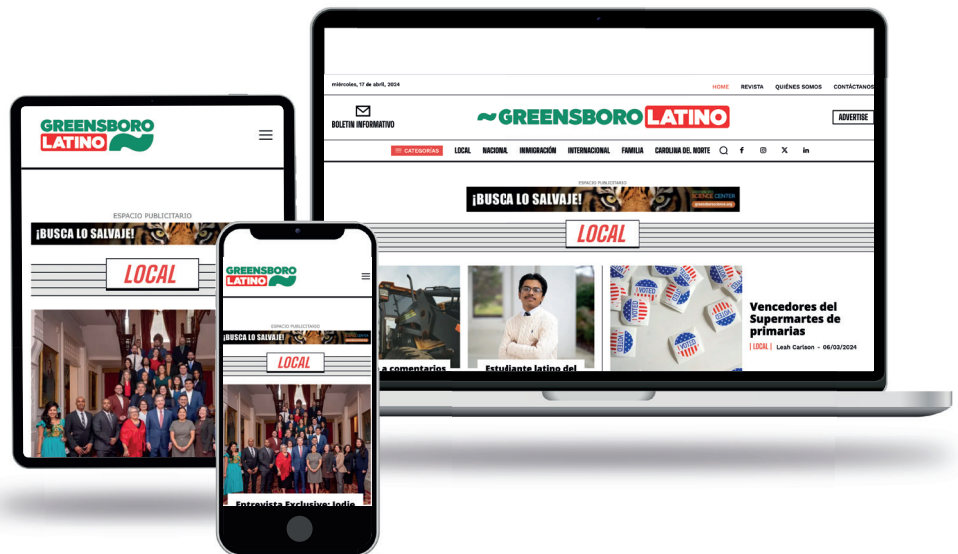


GREENSBORO LATINO

MEDIA KIT



Benbassat Digital Consultants (benbassatdigital.com) publishes **Greensboro Latino** (greensborolatino.com), a Spanish-language news website and monthly magazine in Greensboro, NC. We publish articles on topics that include local, national and international politics, immigration and more.



10,000 +
READERS PRINT AND ONLINE

Greensboro Latino aims to connect with the Latinx world through thoughtful analysis of current events rather than sensationalism.



SERVICES & RATES

PRINT ADS

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
QUARTER 3.75" X 4.75	\$250	\$240	\$230	\$220
HALF 3.75" X 9.75 (VERTICAL) 7.375" X 4.75 (HORIZONTAL)	\$375	\$360	\$345	\$330
FULL 8.25" X 10.5	\$550	\$525	\$500	\$420

PRICES ARE PER INSERTION ORDER FOR GUARANTEED / PREMIUM POSITIONING, ADD 15% TO SIZE / FREQUENCY RATE FOR ONLINE ADVERTISING OPTIONS PLEASE CONTACT US

PUBLICATION SCHEDULE

AD/CONTENT DEADLINE: 10TH OF PREVIOUS MONTH / PUBLISHED & DISTRIBUTED: 1ST-3RD OF EACH MONTH

DIGITAL ADS

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
CUBE 580 X 400 Px	\$175	\$165	\$155	\$145
BANNER 980 x 90 Px	\$250	\$240	\$230	\$220
SKYSCRAPER 500" X 600 Px	\$250	\$240	\$230	\$220

ALL DIGITAL CAMPAIGNS INCLUDE A 2 AD SUITE, IN ROTATION (RUN-OF-SITE)

SPONSORED CONTENT

PRINT / DIGITAL / SOCIAL FOR \$995

PRINT: 1000-WORD "SPONSORED CONTENT" STORY IN THE MAGAZINE

DIGITAL: ARTICLE POSTED FOREVER ON GREENSBOROLATINO.COM

SOCIAL: CROSS POSTED TO FACEBOOK, INSTAGRAM, THREADS, X, LINKEDIN

NEWSLETTERS

NEWSLETTER DISPLAY ADVERTISING: CUBE OR BANNER AD, \$250/WEEK

NEWSLETTER SPONSORSHIP: DISPLAY AD SPONSOR CONTENT, \$850/MONTH

SPONSORED EMAIL: JUST YOUR CONTENT, \$650

SOCIAL MEDIA

FACEBOOK SPONSORED POST (800x800px), \$100 (per post)

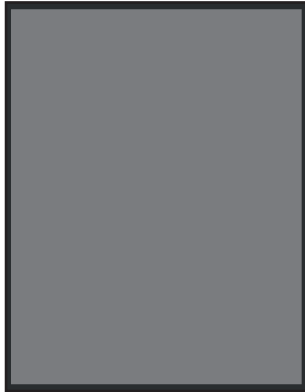
INSTAGRAM SPONSORED STORY/POST (800x800)px, \$150 (per post)



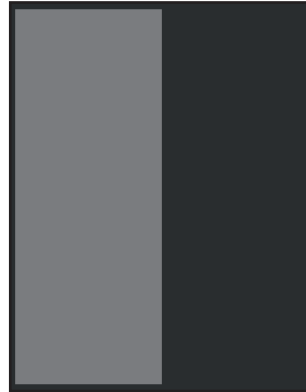


PRINT / WEB SPECIFICATIONS

PRINT ADS



FULL
8.25" X 10.5



HALF
3.75" X 9.75 (VERTICAL)



HALF
7.375" X 4.75 (HORIZONTAL)



QUARTER
3.75" X 4.75

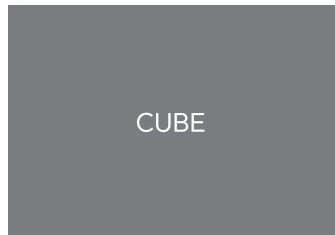
WEB

THREE AD SUITE

CUBE: 580X400

BANNER: 980X90

SKYSCRAPER: 500X600



IMPORTANT INFORMATION

DPI/RESOLUTION: 300 DPI MINIMUM - CMYK COLORSPACE (CONVERSION FROM RGB MAY AFFECT COLOR)

ACCEPTABLE FILE TYPES: PDF, PNG OR JPEG (PDF PREFERRED)

UNACCEPTABLE FILE TYPES: WORD, PUBLISHER, GIF

EMAIL ALL FILES TO: INFO@BENBASSATDIGITAL.COM

LARGE FILE UPLOAD OPTIONS: WETRANSFER, GOOGLE DRIVE, DROP BOX, ONEDRIVE ARE ACCEPTABLE.

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