

LATIN OPINION

BALTIMORE / MARYLAND



Media Kit 2016

Maryland Hispanic Business of the year 2013

Latin Opinion Baltimore is the only Hispanic newspaper and radio station Certified MBE / DBE / SBE in the state of Maryland. Latin Opinion, a newspaper printed in Spanish and English, is published bi-weekly, distributed on Fridays with 12,000 copies in over 340 points throughout the Baltimore metropolitan region and surrounding areas. The newspaper comes standard with locals, national and international news, entertainment, housing, sports, health and cultural items. What makes this publication unique is the amount of Maryland news and information directly affecting Latinos. Featured in every edition are immigration news updates, relevant legislative decisions, local, social and political events, columnists addressing issues such community topics. We are proud to count on Governor of Maryland Larry Hogan, MTA CEO Paul Comfort, Johns Hopkins doctors and the most Latinos relevant figures worldwide as our current columnist and among others.

The community is our priority, we are partners with Susan Komen Foundation, Homeland Security, the State of Maryland (GOMA, COCI, SOS , DNR, MDA, MDOD, ODBUSMAN OFFICE, MTA) Maryland House of Ruth and nonprofit organizations. We have launched the first and only Spanish community radio talk, "Latinos en Maryland across Maryland by Latin Opinion Radio." We host the Governor of Maryland Larry Hogan Hispanic Commission informative segment. At Latin Opinion, we are passionate about providing the very best news, information, content, products and services to our audience of loyal readers as well as our advertisers. Our goal is to provide the most efficient and effective advertising platforms. We offer our advertisers multiple advertising opportunities from newspaper printed ads, inserts, radio, TV, digital, social media, and internet advertising. Latin Opinion can help you sell your products, promote government programs and community

Hispanic / Latinos in Maryland

Break down for the Hispanic Population in Maryland counties and Baltimore City between 2000 vs 2010

County	Total 2000	Total 2010	Hispanic 2000	Hispanic 2010	Hispanic 2016* (proj)
Anne Arundel	489.655	522.083	12.902	32.902	80.000
Baltimore	754.292	785.745	13.774	33.735	95.000
Baltimore City	651.154	608.006	11.061	25.960	90.000
Carroll	150.897	164.615	1.482	4.363	18.000
Cecil	85.951	98.931	1.306	3.407	10.000
Frederick	195.277	226.921	4.664	17.135	70.000
Harford	218.590	238.778	4.169	8.613	40.000
Howard	247.842	276.630	7.490	16.726	37.000
Montgomery	873.341	933.132	100.604	165.398	335.000
Prince George	801.515	836.091	57.057	128.972	215.000
Wicomico	84.866	96.283	1.842	4.478	20.000
Total	4.553.381	4.787.215	216.256	441.689	1.010.000

*Projections by Erick A. Oribio, former Statewide Hispanic Outreach Manager and Press Information Officer for the Maryland Governor's Census 2000 Office · Current Media Partner with the Census Bureau

National Rate Card

Newspaper

Deadlines:

Spaces 2 weeks prior publication date
Materials 1 week prior publication date

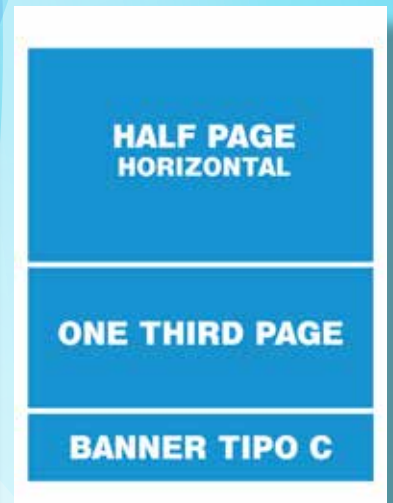
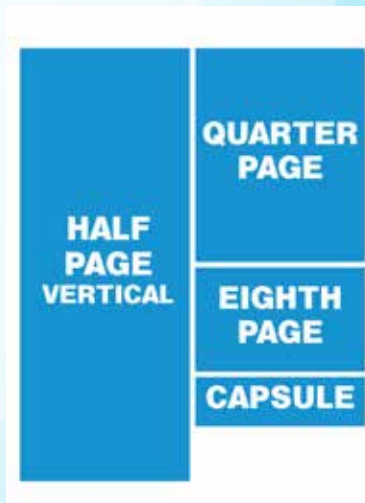
FrontPage:

	W	H	
Banner P1 –	1,82" x	1,89"	\$200
Banner P2 –	1,82" x	1,94"	\$150
Banner P3 –	7,77" x	1,94"	\$400



Internal pages

	W	H	
Full Page	9,75" x	12,25"	\$1,400
Back Page	9,75" x	12,25"	\$1,600
Half Page Vertical	4,8" x	12,25"	\$ 800
Quarter Page	4,8" x	6,03"	\$ 400
Eighth Page	4,8" x	2,94"	\$ 200
Capsule	4,8" x	1,39"	\$ 100
Half Page Horizontal	9,75" x	6,03"	\$ 800
One third Page	9,75" x	3,98"	\$ 500
Banner Tipo C	9,75" x	2"	\$ 300



Website

	W	H	
Top Banner Horizontal	728px x	90px	\$450
Small Vertical banner:	156px x	250px	\$100
Big Vertical banner:	156px x	600px	\$300
Square banner:	301px x	256px	\$150
Web resolution:	72 PPI		



Distribution



AREA	COPIES	ZIP CODE
Baltimore City		
Downtown	500	21231
South East	4500	21224
Baltimore County		
Security Blvd.	400	21207
Reisterstown Rd.	400	21136
Owings Mills	100	21117
Park Heights	100	21215
Towson	100	21204
Cockeysville		
Rosedale	500	21237
Essex	500	21221
Parkville	100	21401
Anne Arundel County		
Glen Burnie	1200	21060
		21061
Annapolis	700	21401
Carroll County		
Westminster	100	21044
Howard County		
Columbia	200	21044
		21045
		21046
Ellicott City	100	21042
		21043
Harford County		
Bel Air	100	21014
		21015
Montgomery County		
Silver Spring	1100	21901
Prince George's County		
Laurel	110	20723
Washington DC		
	200	20007
	200	20009



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Clients and Community Alliances



**PATAPSCO
MARKET**