

WELCOME TO
LATIN OPINION
MARYLAND HISPANIC MULTIMEDIA PLATFORM

Celebrating our 26th Anniversary

MEDIA KIT / FY 2024

MBE - DBE - SBE - SBR MARYLAND CERTIFIED COMPANY

ADVERTISING AGENCY - NEWSPAPER - RADIO STATION - MARKETING CONSULTANT - TRANSLATION
NAICS 541810 NAICS 511110 NAICS 515112 NAICS 541613 In Process

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“Serving the Hispanic Population of Maryland and Washington D.C. since 1997.”

Established in 1997 as Oribio Productions, Latin Opinion started as Baltimore’s first Spanish-language radio show, growing into an 18-year newspaper for the local Hispanic community and We expanded into marketing consulting and demographics in Maryland, becoming a prominent Spanish Multimedia source in Baltimore / Maryland with a national standing. Our experienced team excels in media, Hispanic outreach, responsible journalism, and social commitment in our region.

LATIN OPINION BALTIMORE
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Contact

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-  Twitter: @LatinOpinionB
-  Instagram: @LatinOpinionBaltimoreNews
-  Youtube: Latin Opinion Maryland Hispanic Multimedia
-  LinkedIn: Latin Opinion Maryland Latino Multimedia Hub

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We Are a **Radio**

Broadcasting Station NAICS 515112

Welcome to Opiniones Baltimore Community Radio

At our radio station, we embrace a community-oriented format that combines sports and entertainment. Whether it's from our in-house studio, through our affiliated network, or external sources, we bring you the best in radio broadcasting.

Our flagship show, 'Impacto Latino,' holds a special place in Baltimore's radio history. Launched on CBS Radio in 1998, it's been the go-to Radio Talk Show for the Hispanic community. Hosted by our CEO, Erick Oribio, 'Impacto Latino' boasts an impressive track record of thousands of interviews, shedding light on the most pressing issues affecting our community.

What sets us apart is our commitment to reach a wider audience. Our interviews and commercials are not limited to radio; they are simultaneously published and broadcasted on platforms like YouTube, Facebook, Instagram, and our website. We believe in providing easy access to the conversations that matter most.

Rate	TIME	PRICE
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	30"	\$10.00
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*Other times by request

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**Opiniones
RADIO** 

ESCÚCHANOS EN
www.OpinionesRadio.com

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Opiniones
RADIO 

Impacto Latino

The First Baltimore
Hispanic Community Radio
Talk Show Since 1998 Is
Back / Mayo 2024
(Podcast)

Erick A. Oribio

A pioneer in Spanish-language radio and newspaper media in Baltimore and the host of 'Impacto Latino' for over 26 years."



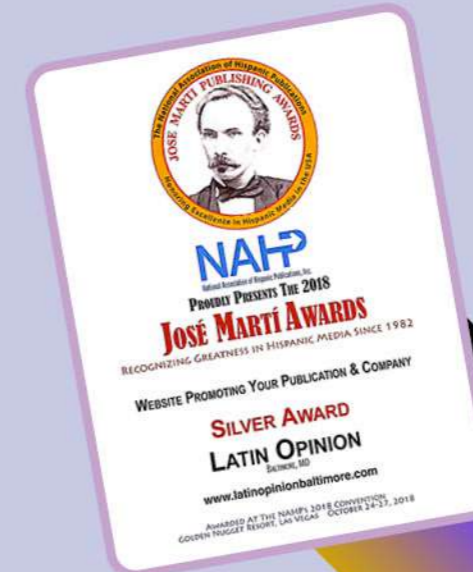
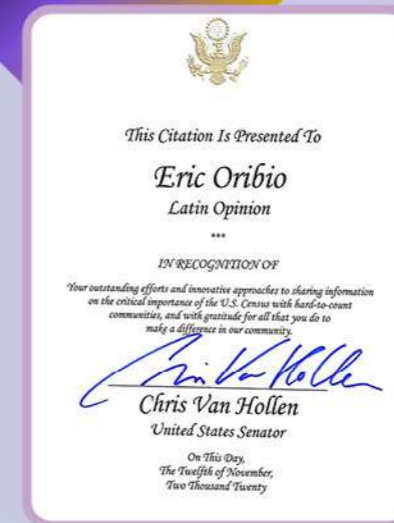
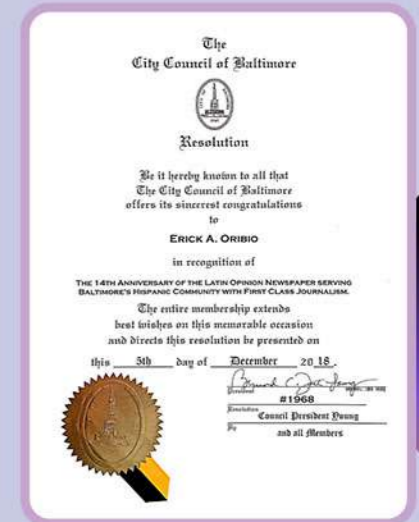
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Reconigtions

At Latin Opinion, we have worked with recognized local and national brands, obtaining various recognitions for our commitment and dedication to the Hispanic community in Maryland. Our experience in Sports Marketing is a highlight that differentiates us in the market

1. City of Baltimore Mayor's Citation Kurt Schmoke 1998
2. The State of Maryland Governor's Citation Parris N. Glendening 2001
3. Certificate of Attendance The Johns Hopkins University Kimberly N. Bell 2001
4. The State of Maryland Governor's Citation Parris N. Glendening 2001
5. The State of Maryland Proclamation Hispanic Heritage Month Parris N. Glendening 2002
6. The State of Maryland Proclamation The Eli Siegel Day Parris N. Glendening 2002
7. The State of Maryland Governor's Citation Parris N. Glendening 2002
8. Certificate of Appreciation Association of Neighbors - Puente INC 2004
9. Prince George's County Health Department Certificate of Appreciation 2004
10. City of Baltimore Mayor's Citation Martin O'Malley 2005

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Reconignitions

11. Prince George's County Health Department Certificate of Appreciation 2005
12. International Soccer League Sponsorship Recognition 2007
13. County Prince George's Office of Community Relations Certificate of Recognition 2007
14. The State of Maryland Governor's Citation Martin O'Malley 2009
15. Baltimore City Public Schools Certificate of Appreciation 2009
16. The State of Maryland Governor's Citation Martin O'Malley 2010
17. Baltimore City Public Schools Certificate of Appreciation 2010
18. Maryland Hispanic Business Conference Certificate of Recognition 2014
19. Fundación Lazos de Amor y Sonrisas Certificate of Appreciation 2017
20. Maryland Governor's Office of Hispanic Affairs Recognition 2017
21. Department of Veterans Affairs Certificate of Appreciation 2017
22. Maryland Legislative Latino Caucus Official Citation 2017
23. United States Senate Certificate of Special Recognition U.S. Senator Benjamin L. Cardin 2017
24. Kidney Walk Certificate of Appreciation Pattie Dash 2018
25. NAHP José Martí Award 2018 Silver Award 2018
26. U.S. Department of Justice FBI Certificate of Participation Academy Program 2018
27. The City Council of Baltimore Resolution President Bernard C. "Jack" Young 2018
28. City of Baltimore Presidential Citation Mayor Brandon M. Scott 2020
29. United States Senator Citation of Recognition U.S. Senator Chris Van Hollen 2020
- 30. University of Maryland College.**

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Founder Profile

Erick A. Oribio Quintana is the owner of Latin Opinion, LLC Maryland MSE, DE SBE Certified Company that produces Latin Opinion Baltimore newspaper Multimedia Platforms, Public Relations, Government Translations, Community Radio Talk Show and Marketing Consultant. Currently serving as Commissioner at the Maryland Governor's Commission on Hispanic Affairs and Baltimore Hispanic Chamber of Commerce President. Mr. Oribio has experience working as the Hispanic Outreach Manager and Press Information Officer for the Maryland Governor's Census 2000 Office, International and Intergovernmental Liaison for the Maryland Secretary of the State Office, and Prince George's County Community and International Liaison. He was the architect of the modern bilingual voting system in Maryland. He also served on the Transition Team for Maryland Governors and elected officials. He served as a Board Director for House of Ruth Maryland, fitting for domestic violence. In 2007 he became a Major League Baseball Players Marketing Agent, successfully obtained a contract for the Orioles Hall of Fame former player Melvin Mora as a CITGO Petroleum Corporation image for Latinos Marketing Campaign in USA.

He has been featured in CNN, Univision, Telemundo, The Washington Post, Baltimore Sun, Baltimore Business Journal, El Tiempo Latino, Washington Hispanic, The Capital, Maryland Gazette, CBS Radio, WEEA 88.9 FM Morgan State University, Mega Communications radio stations, Radio America, Romatica 900 AM, Radio Capital among others. He studied his career course in Public Relations in Baltimore City Community College and in the University of Maryland in College Park.

Mr. Oribio has over 20 years of academic and freelance experience as a Maryland Hispanic Outreach Specialist. Mr. Oribio has over 26 years of academic and freelance experience as a Maryland Hispanic Outreach and Media Specialist.



Latin Opinion Maryland Hispanic
Business of the Year 2013

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Sponsored Events

2014

- Concierto Anual de Verano Zol
- Fiesta Latina en el Acuario Nacional en Baltimore
- Festival del Libro en Baltimore
- Gaitazo Holiday Celebration

2015

- Bolsas de Amor jornada 2015
- Smithsonian Folklife Festival
- Artscape 2015
- Preakness 2015
- Baltimore Restaurant Week

2016

- 6° Conferencia ¡Padre tu Puedes!
- Folklife Festival 2016

2017

- Festival Light City Kathleen Hornig
- Gran Feria Latina 2017 en Baltimore
- Latinx Community Fair
- Baltimore Curriculum Project
- Festival Latino de Maryland
- Folklife Festival 2017
- Festival de las artes al aire libre en Baltimore
- Royal Farms Arena
- 8° Festival Hispano de Salud & Recursos Comunitarios
- Komen Maryland Race for the Cure
- Gran feria de trabajo del gobierno de Baltimore
- 6° Festival Anual de Pigtown

2018

- Kidney Walk
- 3° Festival de Light City en Baltimore
- Segunda Gran Feria Latina 2018 en Baltimore
- 9° Exposición Anual de Negocios de la Cámara de Comercio Hispana de Greater Washington
- Festival Argentino
- Preakness 143
- Audubon's Baltimore Birding Weekend
- Carrera de St. Jude contra el Cáncer Infantil
- Festival Hispano de Salud y Recursos Comunitarios

2019

- 10° Annual 2019 Business Expo
- Copa de la Amistad Beisbol Menor en Maryland
- Ke Pachanga Fest
- Artscape
- Caminata St. Jude contra el Cáncer Infantil
- Allan Poe Fest
- Baltimore Book Festival

2021

- Baltimore City Spanish Outreach Census 2020

2021

- Clínica de Fútbol Fundación Real Madrid

2022

- Power Age of Expo
- Maryland Hispanic Business Conference
- Susan G. Komen

2023

- Gala Baltimore Center Stage
- Gala de Latino Student Fund
- Gala College Success Scholars Program
- Susan G. Komen
- Clínica de Fútbol Fundación Real Madrid



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Latin Opinion Reviews



"In recognition of Latin Opinion Newspaper's 25th Anniversary! Thank you for providing important news to Baltimore's Latino Community".

Brandon Scott - Mayor of Baltimore City



"It is an honor that LatinOpinionBaltimore.com has published my weekly columns for several years. The newspaper's 25th birthday is a good time to celebrate all its contributions to the Hispanic community. A big hug to all its editors and readers, with the added wish of happy holidays".

Ismael Cala - Periodista y Escritor



"Latin Opinion Baltimore has been more than a media outlet and local partner to us, since our beginning in the dmv area. Their high professionalism, commitment, and tireless dedication make them deserve all this great success and legacy. Congratulations Latin Opinion Baltimore on your anniversary celebration! Thank you for always supporting the kids of St. Jude and their families".

ALSAC ST. Jude Children's Research Hospital



"The praiseworthy and consistent community work of Latin Opinion and our friend Erick Oribio in favor of sports and our young people is of vital importance in terms of prevention. The Melvin Mora Foundation is filled with joy for its 25th Anniversary and wishes for many more. Greetings to all those who have made this possible. Congratulations!".

Melvin Mora - Salon de la Fama / Orioles de Baltimore



"Be it Know: That on behalf of the citizens of this State, in recognition of The 25th Anniversary of the Latin Opinion... in honor of your excellence in journalism and service to the Latino community; the people of Maryland join in expressing our great respect, admiration and sincere best wishes on this admirable occasion..."

Larry Hogan - Former Maryland Governor



"Your outstanding efforts and innovative approaches to sharing information on the critical importance of the us. Census with hard-to-count communities, and with gratitude for all that you do to make a difference in our community".

Chris Van Hollen - US Senator



"Dear Erick, along with this collaboration, I send you a very affectionate hug on the occasion of the 25th Anniversary of Latin Opinion, an indispensable means of communication for the Hispanic community in our region.".

Rafael Laveaga - Cónsul de México en Washington D.C.



"Against all odds, Latin Opinion Baltimore celebrates 25 years of success and informing the Latin community like no other. I join in congratulating my dear friend Erick Oribio for never giving up and bringing us this much-needed gem in the area. Congratulations!".

Lourdes Del Rio - Corresponsal del Noticiero Nacional Univision



"In recognition of 25 years of publishing a bilingual, biweekly newspaper serving the rapidly growing hispanic community of Baltimore and the capital region. For your outstanding, first-class journalism that connect the latino community with critical information to help lead healthy and successful lives and provides opportunities for businesses to reach an important audience through advertising and marketing. Best wishes for many more years of success!".

Peter Franchot - Former Maryland Comptroller



"The Latin Opinion has been an important media sponsor for Susan G. Komen Maryland's race for the cure and more than pink walk series for more than a decade. Breast cancer is the most common cancer diagnosed in Hispanic/Latina women, so we congratulate the Latin Opinion for educating this community about the importance of early screening. Susan G. Komen Maryland is grateful for their ongoing partnership".

Susan G. Komen Maryland

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Clients



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Community Partners



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Demographic and Audience Data

Learn more about the Latino/Hispanic community in Maryland, its demographic makeup and media consumption habits. Our company focuses on connecting with this audience in their language and culture.

*The projections, meticulously crafted by Erick A. Oribio, Hispanic Outreach Manager and Press Information Officer at the Maryland Governor's Census Office in 2000, media partner with Maryland Hispanic for the 2010 census, and in 2020, serving as a recruitment assistant and Hispanic Outreach specialist, underscore the impact of Hispanic undercount in Maryland over the past 30 years. This phenomenon has been significantly influenced by the COVID-19 pandemic and various other contributing factors.

Counties and City	Total 2000	Total 2010	Total 2020	Hispanic 2000	Hispanic 2010	Hispanic 2020	Hispanic 2024 Proyections*
Anne Arundel	489.655	522.083	579.234	12.902	32.902	86.625	99.000
Baltimore	754.292	785.745	827.370	13.774	33.735	64.699	110.000
Baltimore City	651.154	608.006	593.490	11.061	25.960	40.862	105.000
Carroll	150.897	164.615	167.134	1.482	4.363	13.036	30.000
Cecil	85.951	98.931	108.987	1.306	3.407	5.578	18.000
Frederick	195.277	226.921	259.547	4.664	17.135	28.962	70.000
Harford	218.590	238.778	260.441	4.169	8.613	16.982	40.000
Howard	247.842	276.630	325.690	7.490	16.726	67.850	75.000
Montgomery	873.341	933.132	1.051.816	100.604	165.398	346.576	400.000
Prince George's	801.515	836.091	909.308	57.057	128.972	279.160	300.000
Wicomico	84.866	96.283	103.609	1.842	4.478	9.224	20.000
Total	4.553.380	4.787.215	5.186.626	216.351	441.689	959.554	1.267.000

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NAICS 511110

Baltimore Hispanic Community Newspaper Rates & Sizes National Rate Card

Newspaper 9.000 Copies

Setting: PDF or JPG, 200 dpi, CMYK, Real Size.

Deadlines

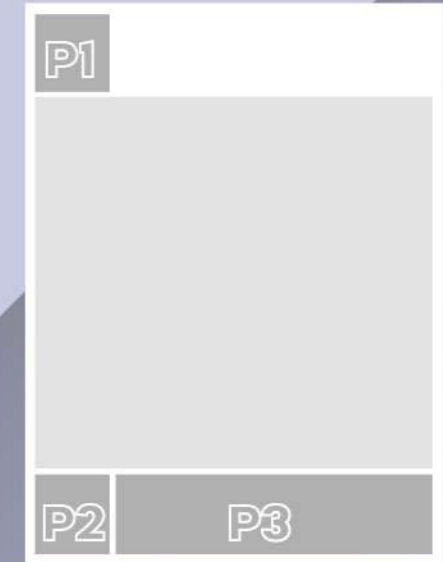
Spaces 2 weeks prior publications date.

Materials 1 week prior publication date.

Publications Calendar

MONTH	DAY	YEAR
January	1st	2024
February	1st	2024
March	1st	2024
April	1st	2024
May	1st	2024
June	3rd	2024
July	1st	2024
August	1st	2024
September	2nd	2024
October	1st	2024
November	1st	2024
December	2nd	2024

Front Page



BANNER	WIDTH X HIGH	PRICE
P1	1,82" X 1,89"	\$ 500.00
P2	1,82" X 1,89"	\$ 250.00
P3	7,77" X 1,94"	\$ 600.00

Inner Pages

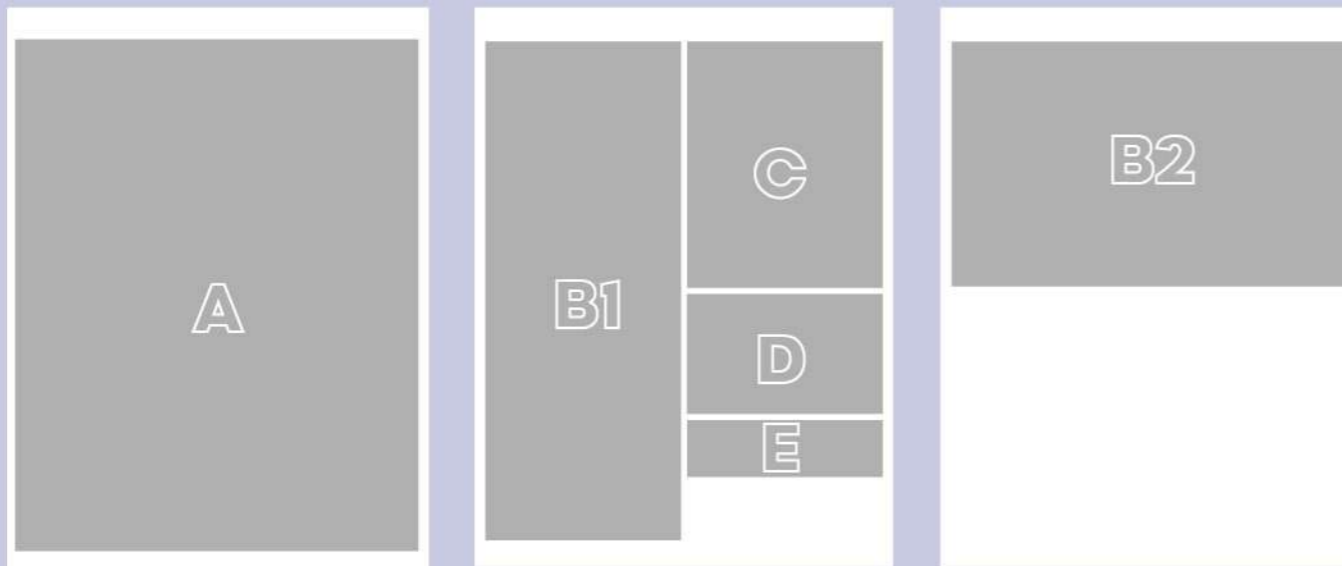
SIZE	WIDTH X HIGH	PRICE COLOR	PRICE B/W
A -FULL PAGE	9,75" X 12,25"	\$1,800.00	\$1,800.00
A -BACK PAGE	9,75" X 12,25"	\$1,900.00	\$1,900.00
B1 - 1/2	4,8" X 12,25"	\$1,000.00	\$1,000.00
B2 - 1/2	9,75" X 6"	\$1,000.00	\$1,000.00
C- 1/4	4,8" X 6"	\$ 500.00	\$ 500.00
D- 1/8	4,8" X 2,95"	\$ 300.00	\$ 300.00
E- 1/6	4,8" X 1,3"	\$ 150.00	\$ 150.00

Distribution

350 distribution points in Baltimore City, Baltimore Co, Anne Arundel, Harford Co y Howard Co.

Contact us at:

Ads@LatinOpinionBaltimore.com



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www.LatinOpinionBaltimore.com - www.OpinionesRadio.com

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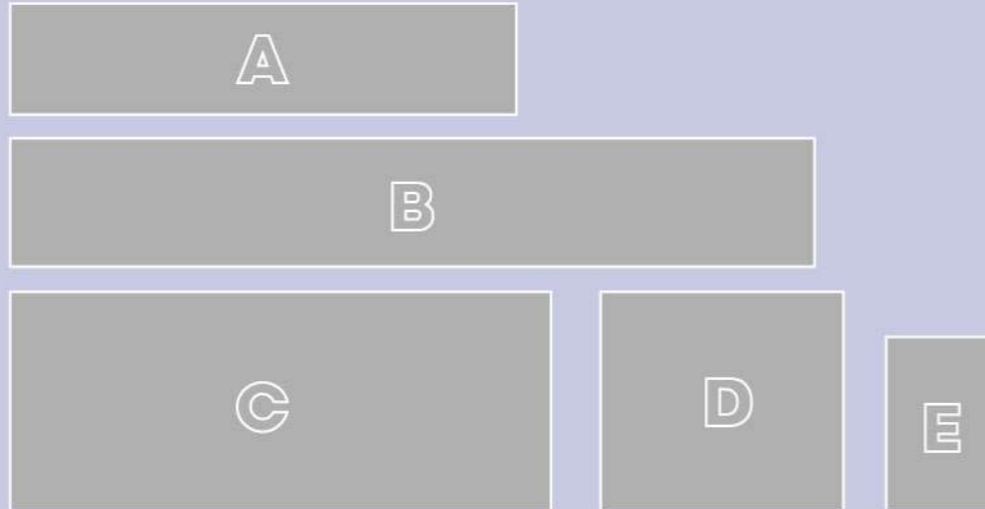
Digital Rate Card Rates & Sizes

Website

Setting: Web Resolution 72 dpi. * Biweekly Rates

E- Newsletter

More than 10.000 Subscribers



Pixel Measurements

SIZE	WIDTH X HIGH	PRICE
A-TOP HORIZONTAL	730 X 160 px	\$ 600.00
B-FULL HORIZONTAL	1160 X 185 px	\$ 500.00
C-HALF HORIZONTAL	780 X 315 px	\$ 450.00
D-SQUARE	300 X 300 px	\$ 350.00
E-SMALL VERTICAL	155 X 250 px	\$ 250.00

*Other sizes by request

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“The website with the highest Hispanic traffic in Central Maryland”

2022

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2022	12,005	16,803	110,054	157,907	7.81 GB
Feb 2022	19,849	27,207	139,351	211,043	11.57 GB
Mar 2022	35,990	44,496	217,496	309,242	20.61 GB
Apr 2022	18,678	26,601	140,031	228,609	17.35 GB
May 2022	21,290	31,247	167,143	262,015	15.85 GB
Jun 2022	17,730	26,529	159,199	250,774	13.41 GB
Jul 2022	17,626	27,080	159,382	243,006	17.10 GB
Aug 2022	18,568	28,819	169,688	265,469	13.88 GB
Sep 2022	20,266	29,448	167,361	262,969	12.55 GB
Oct 2022	31,486	42,497	196,816	278,940	14.75 GB
Nov 2022	26,377	36,586	197,153	283,111	15.94 GB
Dec 2022	37,466	51,340	218,471	317,887	12.93 GB
Total	277,331	388,653	2,042,145	3,070,972	173.75 GB

2023

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	18,181	88,263	227,939	291,519	13.70 GB
Feb 2023	20,126	29,936	178,462	274,010	12.25 GB
Mar 2023	31,662	44,524	217,461	319,122	29.40 GB
Apr 2023	44,974	61,804	227,926	300,518	34.82 GB
May 2023	66,384	91,440	300,954	384,072	34.52 GB
Jun 2023	20,538	30,730	175,478	231,032	14.16 GB
Jul 2023	17,314	27,803	164,935	219,878	13.86 GB
Aug 2023	15,583	24,693	185,265	238,638	19.09 GB
Sep 2023	19,813	30,921	195,884	260,390	41.51 GB
TOTAL	263,036	441,695	1,925,910	2,587,573	217.84 GB

More than 5,650,000 HITS

Social Media Posts	PRICE
FACEBOOK	TBD
INSTAGRAM	TBD
LINKEDIN	TBD

Contact us at:

Ads@LatinOpinionBaltimore.com

Contact us now!

Thank you for taking the time to get to know Latin Opinion and discover how we can improve your reach and improve your marketing results, we are here to help!

Ready to take your brand to the next level? Feel free to contact us to learn more about our services and how we can tailor our solutions to your organization's specific needs. Our team of highly experienced professionals is ready to collaborate with you on effective strategies to reach Maryland's Hispanic community.

We look forward to working with you to achieve your marketing goals and maximize your brand's impact among the Hispanic community.

Contact us right now and let's start building a successful and long-lasting relationship!

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