Circulating 7,000 copies
TWICE MONTHLY on
the first and third
weekend of each
month to Pensacola,
Mobile, Foley,
Loxley, Summerdale,
Robertsdale, Gulf
Shores, Crestview,
DeFuniak Springs,
Freeport, Santa Rosa
Beach, Destin, Ft. Walton
Beach, Navarre, Gulf
Breeze, Milton, and Pace



La Costa Latina is a Spanish/English publication that features local news, jobs, classifieds, trade, sports, entertainment, events, education and even games and puzzles!

Published by
Latino Media Gulf Coast, Inc.
P.O. Box 284 • Pensacola, FL 32591-0284

(850) 494-7899 www.LaCostaLatina.com



@LatinoMedialnc

There are more than 120
La Costa Latina newspaper
distribution locations in
Northwest Florida and
Southern Alabama



Periódico La Costa Latina Newspaper

Our MISSION

To cultivate, strengthen and celebrate the achievements and contributions of the Latino community and its varied cultures, and to bridge the cultural, business and communication gap between the Spanish-speaking market and the communities in which they live.

Since 2005

Since 2005, the staff at Latino Media Gulf Coast, Inc. has been publishing in the Gulf Coast as a means to provide Spanish-speaking members of the Gulf Coast community with information and news that they would not otherwise get from other local media sources.

About Our PUBLICATION

As the business community continues to develop along Florida's Gulf Coast, the number of Latino and Spanish-speaking citizens continues to increase as well. That creates a market of individuals and families who are not receiving news from mainstream

La Costa Latina is a full-length **broadsheet** publication

La Costa Latina is your link to the Latino community with local news in **Spanish and English**

Classified Advertising

television and

newspaper sources.



More than 130 locations!

Look for our newspaper racks at area Latino stores, Mexican restaurants and other selected locations

Sports

Duran Debuta en el 2015 en Pensacola			Duran Makes 2015 Pensacola Debut		
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Family Entrtainment



Submit your ad, requests, and press releases to: News@LatinoMediaInc.com

Deadlines for our publication are at noon the day before printing. See our print calendar link on our home page for dates. Ads are accepted in PDF, TIFF, & JPEG formats...or we can create one for you!



Palafox Street at Government St. in Downtown Pensacola was transformed to celebrate Cinco de Mayo 2015



SOME OTHER EVENTS we have hosted





Visitors from around the world have visited with La Costa Latina via the Gulf Coast Deplomacy Council to learn about our creativly bi-lingual newspaper, cultural events, and community educations and involvement. The students in this photo are from Peru and Bolivia, many have become long-time friends who keep in touch with La Costa Latina online.

About Our EVENTS

What started out as Expo Latino in 2005 to provide a venue for businesses to reach the Latino market face-to-face has turned into the Latino Festival. The event still provides an opportunity for vendors to meet Spanish-speakers, but has grown into an enertaining event featuring local and international Latino artists that attract visitors from miles

around. The Cinco de Mayo
Festival is a new event that offers our community an authentic celebration of Mexican traditions. Both events are family friendly and average about 5,000 people per day.









sponsored







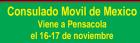


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hacer tu cita 1-877-639-4835 Woodland Heights Community Center 111 Berkley Drive Pensacola, FL 32503

Spec Sheet





(850) 494-7899

www.LatinoMediaInc.com

La Costa Latina Newspaper distributed twice each month in NW Florida & SE Alabama

Custom-size your advertising to fit your budget

- \$6 per column inch for black and white ads
- \$11 per column inch for color ads
- \$20 per column inch for front page ads (limited)
- INSERTS \$100 per 1,000 copies
- DISCOUNTS available
- WEB ADS: Cube \$30, Banner \$50 /mo.
- NON-AD TRANSLATION SERVICES: \$40/hr.

(brochures, websites, etc.) Translation and interpretation services. One hour minimum.







Ad sizes					
One	Two	Three	Four	Five	Six
Column	Columns	Columns	Columns	Columns	Columns
1.5278"	3.2222"	4.9167"	6.6111"	8.3056"	10"
Full Page Length = 20"					

Web Ad: Cube = $156 \times 156 \text{ pix}$. Web Ad: Banner = $800 \times 75 \text{ pix}$.

Quarter Page	Biz 4 col. Card inches 7.5 column inches	
30 col. inches	Eighth Page 15 col. inches	
	Page . inches	

6	col. inches 4 column inches	
column inches	4 columns wide x 5° tall = 20 column inches	
	Quarter Page 30 col. inches	



COMMUNICATION

About the

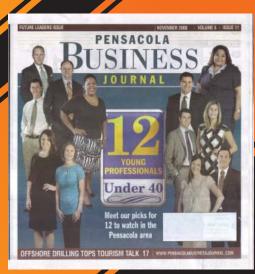
Grace Resendez McCaffery was born and raised in El Paso, TX. A resident of Pensacola since 1993, McCaffery OWNEY/ECITOR earned her BA in Communications with a specialization in Public Relations from a specialization in Public Relations from the University of West Florida

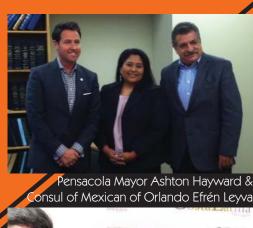
After Hurricane Ivan struck the Gulf Coast, McCaffery founded the Language Bank of Northwest Florida, recruiting nearly 100 volunteer interpreters of 25 different languages. With Spanish speakers in high demand, McCaffery established an informational publication to bridge the communication gap on the Gulf Coast.

McCaffery has formerly served the Gulf Coast community as the Communications Specialists for the Escambia County Board of County Commissioners, Public Relations Director of the American Red Cross of Northwest Florida and the Director of Development and Public Relations for Independence for the Blind of West Florida. She served on several boards including the United Way of Escambia County and the board of trustees for the Community Maritime Park Associates (CMPA). In 2015, McCaffery was appoint-

ed to the Inaugural Advisory Committee for Voice of Pensacola Multicultural Museum.









Abraham and AB Quintanilla



