

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

Periodico

**ADVERTISE WITH US!**



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

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

**(850) 494-7899**

**[www.LaCostaLatina.com](http://www.LaCostaLatina.com)**



**LatinoMedia**



**@LatinoMediaInc**

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



## 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.

Periódico  
La

**Costa Latina**  
Newspaper



**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

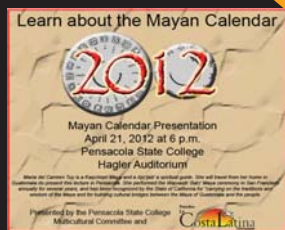
# About Our EVENTS



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 entertaining 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.



## SOME OTHER EVENTS we have hosted



Visitors from around the world have visited with La Costa Latina via the Gulf Coast Diplomacy Council to learn about our creatively 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.



## SOME OTHER EVENTS we sponsor or have sponsored



Consulado Movil de Mexico  
Viene a Pensacola  
el 16-17 de noviembre

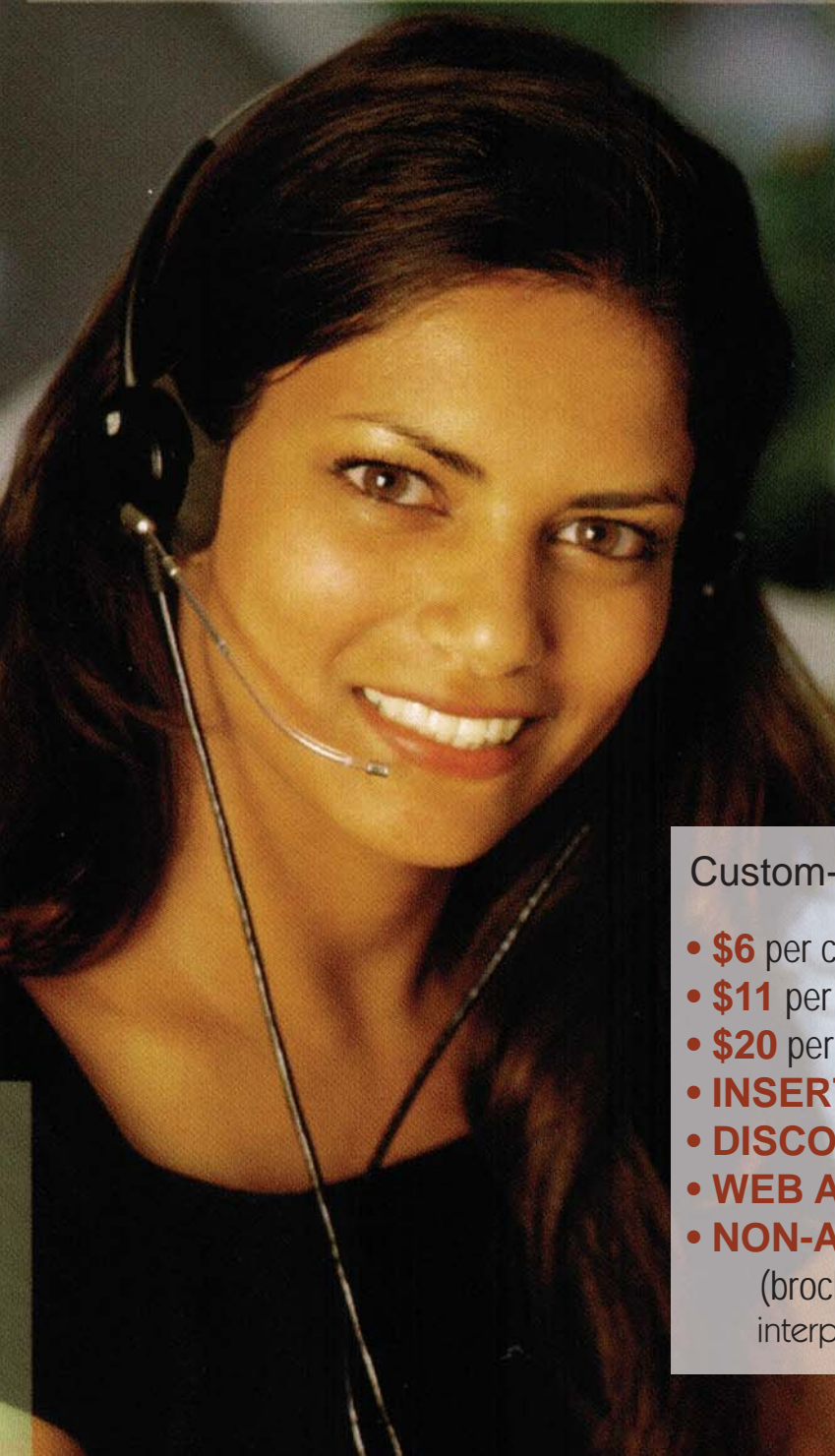


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hacer tu cita  
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Woodland Heights  
Community Center  
111 Berkley Drive  
Pensacola, FL 32503



# Spec Sheet



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

Custom-size your advertising to fit your budget

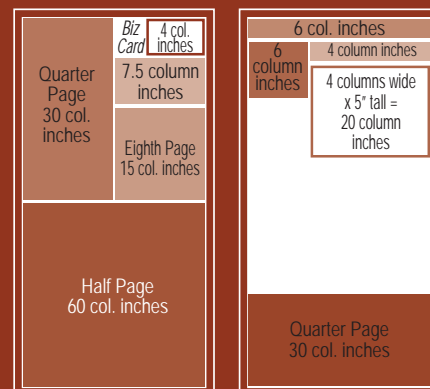
- **\$6** per column inch for **black and white** ads
- **\$11** per column inch for **color** ads
- **\$20** per column inch for **front page** ads (limited)
- **INSERTS \$100** per 1,000 copies
- **DISCOUNTS** available
- **WEB ADS:** Cube \$30, Banner \$50 /mo.
- **NON-AD TRANSLATION SERVICES:** \$40/hr.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



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

Web Ad: Cube = 156 x 156 pix.

Web Ad: Banner = 800 x 75 pix.







# About the Owner/Editor:

Grace Resendez McCaffery was born and raised in El Paso, TX. A resident of Pensacola since 1993, McCaffery earned her BA in Communications with 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 appointed to the Inaugural Advisory Committee for Voice of Pensacola Multicultural Museum.



Pensacola Mayor Ashton Hayward & Consul of Mexican of Orlando Efrén Leyva



Abraham and AB Quintanilla



Los Tigres del Norte