



Bienvenidos Press Newspaper & Digital Information
601 Shartom Drive * Augusta, GA 30907 * 706-955-1015 * info@bienvenidospress.com

Hola, and Bienvenidos (Hi, and Welcome),

Bienvenidos Press is a bilingual Spanish/English newspaper, multimedia, communications and marketing company owned and operating in Augusta and the Central Savannah River Area (CSRA). I welcome the opportunity to assist you in reaching out to one of the most dynamic demographics in our region, the international community.

Bienvenidos Press is bringing to the multimedia environment the involvement of their owners with more than 20 years of experience centered around the community's issues, policies and well being.

The C.S.R.A. has the largest concentration of Hispanics in Georgia outside of Atlanta. Based on 2010 Census Bureau data, Hispanics accounted for more than half of the U.S. population increase over the past 10 years and crossed a new census population milestone by reaching 50 million the equivalent of 1 in 6 Americans.

In 2010, 41 percent of Hispanics lived in the West and 36 percent lived in the South. The Northeast and Midwest accounted for 14 percent and 9 percent, respectively, of the Hispanic population.

Central American Hispanics, including Mexicans, represented 71 percent of the total Hispanic population residing in the United States.

The populations of Spanish origin in 2010 was more than six times larger than reported in 2000, increasing from 100,000 to 635,000. Other Hispanic groups with origins from Central and South America (Uruguayan, Honduran, Guatemalan, Salvadoran, Bolivian, Venezuelan, Paraguayan, Peruvian, Argentinean, and Ecuadorian) also showed large percent increases, increasing to more than twice their population sizes from 2000 to 2010.

The buying power of Hispanics exceeded \$1 trillion in 2010, and the population includes a significant number of high-income households. By 2015, Packaged Facts forecasts the buying power of the Latino population as a whole will reach \$1.3 trillion.

Persons of Hispanic or Latino Origin, percent, in 2011: Columbia County 5.3%; Richmond County 4.3% in Georgia 9.1%. Aiken County 5.1%, total in South Carolina 5.3%.

Research has shown that Hispanics are loyal and partial to businesses that advertise in their own language!

Thank you for your time. I look forward to helping you reach out to capture the attention of one of the most dynamic demographics in our community.

Sincerely,

Cristóbal Johnson
Publisher
706-832-4995
En Español: 706-955-1015 x 7023 - E-mail: cgjohnson@bienvenidospress.com

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Bienvenidos Press Advertising Guidelines

Thank you for choosing Bienvenidos Press to advertise

Here is a set of guidelines to help you achieve the best ad possible.

The newspaper size is 10.50in x 21.50in with a 10in x 20in printable area for ads.

File formats we accept:

In order to achieve the most fluid transport of your ad to Bienvenidos Press, we recommend that you create a PDF (portable document format) file of your ad. However, to best accommodate you, we can also accept the following generic and program file formats:
 Tiff (high resolution) 300 dpi (dots per inch)
 Jpeg (high resolution) 300 dpi (dots per inch)
 Eps (encapsulated PostScript)
 WMF (Windows Metafile)
 CMX (Corel Presentation Exchange)
 PCT (Macintosh Pict)
 PSD (Photoshop)
 PDF

If you want to send the file in the same original program designed we accept files in:

Adobe Acrobat CS and earlier versions (PDF Files)
 Corel Draw 11 and earlier versions
 Corel Photopaint 11 and earlier versions
 Vector Image (Linux)
 The Gimp (Linux)

Some named design programs work with “links” or PostScript fonts so is very important to include them in the same file.

We will offer complete support in the ad design, size and format.

If we experience problems with the ad we will contact with you to let you know and may offer equivalent fonts or design to create an ad very close to yours.

We accept some Windows Office formats, but we cannot guarantee the quality in printing. This is because some Office programs are not professional design programs.

ADS AND SPECIALS

Please, pay in advance. | Favor pague adelantado.

FULL PAGE 10x20	1/2 PAGE 10x10	1/4 PAGE 5x10
1/8 PAGE 5x5	1/16 PAGE 2.5x2.5	BANNER 10x2.5

SPECIAL PAGE: 3X2 (Art Ready Only) \$45
CLASSIFIEDS: 2x2 (Text Only) \$25

BIENVENIDOS PRESS

The Oldest Bilingual Newspaper
in the CSRA

A VOICE OF INCLUSION

www.BPUSA.net

Más de una década de periodismo
en Central Savannah River Area

BIENVENIDOS

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Advertising Space - Cost per Issue					Art Work Included
Ad Description	Open B/W	6-Months B/W	12-Months B/W	Add'l Cost for 1 Color	Add'l Cost for 4 Colors
Full Page	\$1205.60	\$866.80	\$699.00	\$82.20	\$250.00
1/2 Page	\$522.20	\$482.24	\$399.00	\$41.10	\$125.00
1/4 Page	\$301.40	\$241.12	\$210.98	\$15.00	\$65.00
1/8 Page	\$150.70	\$120.56	\$105.49	\$15.00	\$35.00
1/16 Page	\$75.35	\$60.28	\$54.28	\$15.00	\$15.00
Special Page: 3x2 - \$45.00 Banner: 10x1.50 - \$130.00	n/a	n/a	n/a	n/a	Art Work Only
Classified 2x2: \$25.00	n/a	n/a	n/a	n/a	Text Only
Premium Positions					
Banner	\$246.60	\$205.50	\$143.85	\$60.00	\$100.00
Back Page	\$1781.00	\$1,507.00	\$1054.90	Included	Included
Online Ad included Size & Placement at BP discretion	---	---	---	---	Design \$59.00
Insertion Rates					
1-8 Pages (Per thousand)	\$55.00				
10-20 Pages (Per thousand)	\$59.00				
Digital Media / Websites	*Pages	*Domain	*Email	*Changes	*Costs
Yourbusinessname.com	6	Yes	Yes	Setup+6	\$699.00
YourSMB.com	10	Yes	Yes	Setup+10	\$899.00
YourInstitution.org	15	Yes	Yes	Setup+10	\$899.00
YourGrowingBiz.com	12	Yes	Yes	Setup+12+ ECommerce	\$999.00
YourGrowingBiz.com	15	Yes	Yes	Setup+15+ ECommerce	\$1,299.00
YourEnterpriseBiz.com	20	Yes	Yes	Setup+20+ ECommerce	\$2,299.00
*Legion	*Number of electronic Pages	Domain Management	*Unlimited Emails	*Yearly	*Annual Fee

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Reaching out these and other communities:

Georgia

- Richmond County
- Columbia County
- Burke County
- Jefferson County
- Wilkes County
- McDuffie County
- Lincoln County
- Atlanta
- Savannah

South Carolina

- Aiken
- Barnwell
- Columbia
- Edgefield
- Greensboro
- McCormick
- Saluda

Florida

- Greater Daytona Beach
- Tallahassee

North Carolina

- Charlotte

Tennessee

- Knoxville

Kentucky

- Louisville

BIENVENIDOS PRESS
 A VOICE OF INCLUSION
 FORMERLY HOLA AUGUSTA - Oldest Hispanic Newspaper in the CSRA
 www.BPUSA.net

¡Edición 100ª!
100th Issue!

6 ¿Quién gobierna en Augusta?

Amplían acceso a cuidado de salud

BIG SAVINGS in Products and Services!
Bienvenidos Money Saving Center Online
 There are more than 325 coupons Available right now Online, saving customers hundreds of dollars.
 Ahorre con los más de 325 cupones en
 www.BienvenidosPress.com / www.BPUSA.net