



WA **Latino** News.com

The Online News Source of **Washington's Latinos**

**MEDIA INFORMATION & RATE CARD**

# Statistics

- U.S. Population ..... 331.9 million
- Hispanic Population .....62.57 million
- Hispanics as Percent of Country Population.....18.9%
- As of 2021, 81% of Latinos living in the country are U.S. citizens, up from 74% in 2010. This includes people born in the U.S. and its territories (including Puerto Rico), people born abroad to American parents, and immigrants who have become naturalized citizens.

## WASHINGTON AT A GLANCE

- WA Hispanic Population .....971,500
- % of State Population .....13%
- Median Age .....25
- Hispanics Homeownership .....44%



# Summary

**STATEWIDE & COMMUNITY FOCUS:** WALatinoNews.com is a digital, multimedia, English language, news, and information outlet with statewide coverage, and a Hispanic-Latino editorial focus.

- Our audience is employed in both the public and private sectors; they are business owners and homeowners. They also are the influencers and thought leaders in the state's Hispanic-Latino community.
- Most Hispanics, and Latinos reside in central Washington, with Adams (69.2%), Franklin (55.9%), and Yakima (51.9%) counties posting the highest shares. The largest percentage of our audience are between the ages of 18-29 and equally split male/female. Their average annual income is \$55,000. Visitors read an average of 1 page per visit with repeated ad impressions.
- Visitors read an average of 1.65 pages per visit with repeated ad impressions.

**CREDIBILITY:** WA Latino News' trusted newsroom applies the principles of solutions journalism in its reporting, making it the GO-TO source for Latino stories and issues in Washington.

**REACH:** We deliver our content through multimedia work – our members fully experience our brand in all of its dimensions: written stories, audio podcasts, video storytelling, and interviews, native content on social media.

**FLEXIBILITY:** We work with our clients to design and ensemble the multimedia package that better fits their needs and budget.

# Programming

**WALN** takes a collaborative approach to producing stories through solutions-focused reporting rather than problem-focused. We investigate responses to social problems, providing insights on the evidence of the effectiveness or ineffectiveness of them, and if limitations exist.

**WA Latino News** produces relevant and compelling video stories bringing members of the community from different sectors of industry and backgrounds together.

Our podcasts elevate the voices and visibility of matters most important to the community by speaking with thought leaders on the social determinants of health and democracy.

*\*For advertisers running for 3 consecutive months on one site OR one month on 3 sites, please inquire about a discounted rate.*

*\*Newsletter runs:*

*-Every other month...individual markets*

*-Every other month...regional markets*

# Rate Card

## ADVERTISING

**Leadership Banner ..... \$2500/month**

- Min. Image size: 1600x500px

**Primary Banner ..... \$1300/month**

- Min. Image size: 728x90px, Ratio: 4:1

**Secondary Banner ..... \$950/month**

- Min. Image size: 728x90px, Ratio: 4:1

**Right Rail ..... \$550/month**

- Min. Image size: 300x250px, Ratio: 6:5

**Right Rail Low ..... \$400/month**

- Minimum image size: 300x250px, Ratio: 6:5

**Small Advertisement..... \$250/month**

- Minimum image size: 125x125px, Ratio: 1:1

## DIGITAL MEDIA

**Newsletter ..... \$200**

**Exclusive E-Blast ..... \$350**

- Repeat ..... \$150

**Social Media ..... \$150**

(Facebook, X, Instagram, LinkedIn)

- **Bundle ..... \$450**

**Podcast**

- **Sponsorship ..... \$150**

- **Guest Interview ..... \$600**

**YouTube**

- **Sponsorship ..... \$150**

- **Guest Interview ..... \$600**

*Please Note: Location for all banners and rails are on the homepage. Ask about additional fees to advertise on other pages and help with ad design. Payment due prior to posting.*

# ADVERTISING PACKAGES

Package Options	Website	Social Media	Newsletter
A. \$2,100	Advertorial	Ad placement on Facebook and X	Ad in every newsletter
B. \$1,750	Primary Banner	Ad placement on Facebook and X	Ad in every newsletter
C. \$1,450	Secondary Banner	Ad placement on Facebook and X	Once a week ad
D. \$1,250	Secondary Banner	Ad Placement on Facebook	Once a week ad
E. \$950	Right Rail	Ad Placement on Facebook	Once a month ad
F. \$750	Small Advertisement	Ad placement on Facebook and X	Once a month ad
G. \$550	Small Advertisement	Ad placement on X	Once a month ad

*\*Costs shown per month, but also available per week*

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Thank you for choosing WALN!

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