

Centro

2024 Media Kit



9911 Seminole Blvd.
Seminole, FL 33772



The future
is Latino.



OUR **UNIQUE** POSITION

Welcome to our familia!

We exists to inform, empower, preserve and celebrate Latino and Hispanic culture in Tampa Bay. Centro is the leading Spanish newspaper in West Central Florida and it's delivered free to Hispanic Households in Hillsborough county every Wednesday.

With a strong community presence, a distribution of 50,000 copies and 100,000 readership per week, its award-winning staff covers local and international stories in Spanish.

Connect with our fast growing audience, reach new customers in their language and gain their trust by advertising in Centro.

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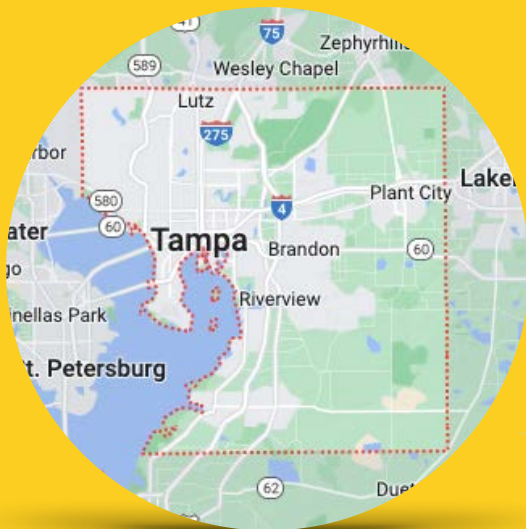


OUR COVERAGE

100+
COMMUNITIES SERVED

50K
COPIES EVERY WEEK

100K
WEEKLY READERSHIP



29.6%


**Hillsborough's
population is Hispanic**

According to Forbes the Hispanic consumer in the US has earned its rightful place as principal contributor to the American economy.



NUESTRA GENTE



 US-Hispanics in West Central Florida



\$45,800 average household income



40 Median age



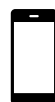
Growing, active and influential community



Passionate about people and preserving culture.



Dreamers, doers, makers and shakers.



Likely to follow their favorite brands on social media if their content is relevant to their identity.

MULTIMEDIA INTEGRATED SOLUTIONS

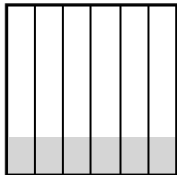
Print	Newspapers, Special Sections, Inserts, Coupons
Digital	Desktop, Mobile, Social, Newsletter, Emails, Website, SEO & SEM
Extended Reach	Targeting, Display, Programmatic, Audio, Video, Email
Branding	Content, Website, Blogs, Video Creation, Native Advertising
Conversion Marketing	Direct Mail, Email, Data Analytics, Intelligence Reporting
Events	Partnerships, Sponsorship, Custom Events



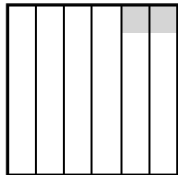
PRINT



PREMIUM POSITION



BANNER



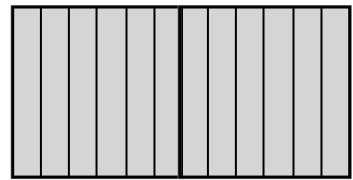
EAR

AD SIZE	WIDTH	DEPTH	RATE
Front Page Banner	10"	1.5"	\$200
Entertainment Banner	10"	1.5"	\$150
Sports	10"	1.5"	\$150
Front Page Ear	3.22	1.2	\$100
Entertainment Ear	3.22	1.2	\$75
Sports Ear	3.22	1.2	\$75

Conditions:

- Prices are subject to change.
- The focus of the advertisements on the covers must be branded ('branding').
- They cannot present multiple products (shopper type).
- They cannot present prices of specific products ('retail' type offers).
- Arts should be clean and simple. It must not contain loaded visuals that interfere with the logo or the cover of CENTRO Tampa Bay.
- They cannot invade the area of the CENTRO Tampa Bay logo, nor alter it.
- Art must arrive by 5 p.m. 7 day(s) before the publication closes (that is, if you publish Wednesday, the art must be received the Wednesday prior to the publication by 5:00 p.m.).
- If there is any situation with the art, the client will be informed.

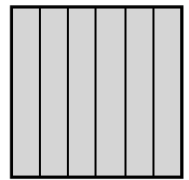
STANDARD AD SIZES



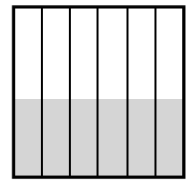
Two-Page Spread



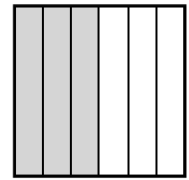
Horizontal Half Spread



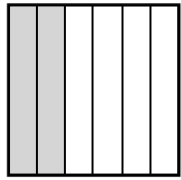
Full Page



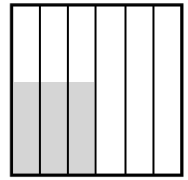
Half-Page Horizontal



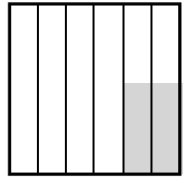
Half-Page Vertical



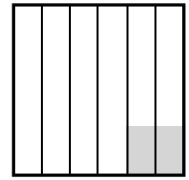
Third of a Page



Quarter-Page Square



Six of a Page



Business Card

AD SIZE	1X	6X	13X
12 col x 19.5"	\$4,445	\$3,980	\$3,510
12 col x 4.75"	\$1,080	\$970	\$855
6 col x 9.75"	\$1,110	\$995	\$890
3 col x 9.75"	\$555	\$495	\$435
6 col x 4.75"	\$540	\$485	\$430
2 col x 9.75"	\$370	\$330	\$290
3 col x 4.75"	\$270	\$240	\$210
2 col x 4.75"	\$180	\$160	\$140
6 col x 1.5"	\$170	\$150	\$135
2 col x 3"	\$115	\$100	\$90
1 col x 4.75"	\$90	\$80	\$70
3 col x 1.5"	\$85	\$75	\$65



**CONNECT WITH
LATINO CONSUMERS
IN TAMPA BAY**

CUENTA TU HISTORIA ADVERTORIALS

Benefits of using Centro's advertorials:

1. Helps build brand awareness
2. Target *Latino* audience in their language
3. Convert leads effectively

Ad Size: 6 col x 6". Rate: \$750



This product can be contracted every week, if you are interested please contact your sales representative. Prices are subject to change.

DIGITAL



CENTRO DIGITAL

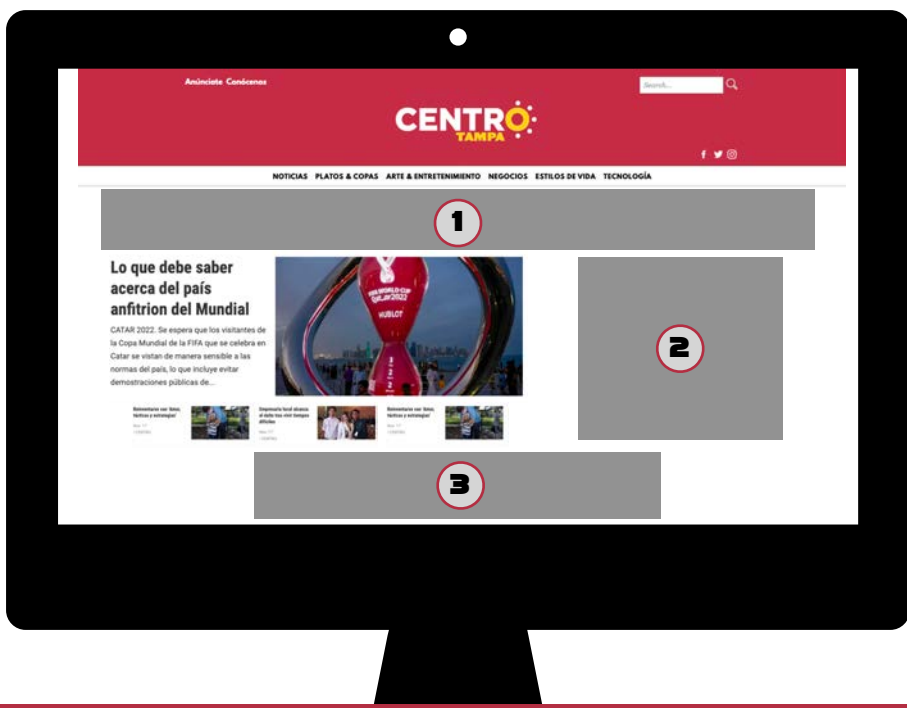
Promote, generate awareness and attract an audience determined to take action. Create a complete experience, combining channels, formats and tools to connect more effectively with your audience, in those spaces and times they prefer.

Flat Rate of: \$300/m for 10,000 impressions

1. Leaderboard
(970x90)

2. Medium Rectangle
(300x250)

3. Mobile Leaderboard
(320x50)



PRINT + DIGITAL

Bundle	Sizes	Rate
1/2 Page Ad + Web Banners	(v 3col) 4.29"x9.75" or (h 6col) 10"x4.75"	\$403
1/4 Page Ad + Web Banners	(3col) 4.92"x4.75"	\$231
Business Card + Web Banners	(2col) 3.22"x3"	\$143

All rates are per week. WB: ~10K imps/month. Print+Web Bundles required a minimum of 13 week contract. All ads include color.

CENTRO DIGITAL

Product	Description	Rate
Programmatic Display	Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time.	\$10
Device ID Targeting & Geo-Fencing	Mobile phones provide a unique view into user behaviors, frequently visited locations, home, work, habits, interests and much more.	\$15
Search Engine Optimization	Organic SEO results are still the cornerstone of maximizing your referral traffic from search engines. Over two-thirds of search related clicks come from SEO.	\$400 a month
Email	Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.	Custom Quote
Pre-Roll Video	Pre-Roll is a robust tool for precise targeting and can increase both brand recall and intent to purchase.	Custom Quote





EVENTS & SPECIALTY PUBLICATIONS

Centro Tampa Bay is excited to introduce our newest events and themed pages. These specialty publications offer unique opportunities to promote your business and create meaningful connections with the Latino audience in Tampa Bay.

Date	Specialty/Event 2024
Q2	#SaborATampa - Centro Foodie Journal
Q3	Cultura Latina Fest - Centro Latino Festival
Q4	Gran Mercado Navideño - Centro Holiday Market



ADVERTISING POLICIES & CONDITIONS

- Centro Tampa Bay reserves the right to revise rates on thirty (30) days written notice to the advertiser. In this event, the advertiser may, by written notice prior to the effective date of the revised rates, terminate any advertising agreement without penalty or refund.
- Centro Tampa Bay will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the error. In the event of a Publisher's error advertising goods at less than the specified price, Centro Tampa Bay will furnish a letter to the advertiser to be posted, noting the error and stating the correct price, but will not assume any liability for goods sold at the incorrect price.
- Advertising submitted past proof-copy deadline shall be published at the risk of the advertiser. Centro Tampa Bay will not accept responsibility for, nor issue credit on, errors made on such advertisements. This condition will also apply to ads run when proofs are returned past deadline.
- Only preferred positions covered specifically by a special rate are guaranteed. Positions other than these are not guaranteed; therefore, credit will not be issued for placement of advertisements.
- Claims for adjustment of errors must be made no later than thirty (30) days after publication date upon which said error occurred. Claims submitted past this time limit will not be honored.
- For the mutual protection of its papers, its advertisers and its readers, Centro Tampa Bay reserves the right to revise or reject any advertisement which it, in its sole judgment and discretion, considers to be objectionable or offensive in subject matter, phraseology or layout.
- All advertising is accepted on a prepaid basis until credit has been approved.
- Terms of payment are net on or before the twenty-fifth (25) of the month for advertising published for the advertiser in the month previous; provided, however, Centro Tampa Bay may at any time demand cash at time of delivery of copy for insertion.
- A one and one-half percent (1.5%) monthly service charge will be added to all unpaid balances in excess of 30 days.
- In the event legal collection becomes necessary, the advertiser agrees to pay all court costs, attorney fees, filing fees and any other cost involved in collection.
- Credits are not exchangeable for cash and expire if not used within 12 months. Credits may only be applied toward purchases from Centro Tampa Bay.

Get in touch

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Print Advertising Material Submissions

Submit all print and online ad materials for
Centro Tampa Bay to:
publicidad@CentroTampaBay.com

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Facebook: CENTRO Tampa
Instagram: @centrotampabay
Twitter: @centrotampabay