



Media Kit 2018

LatinaSeattle.com is a casual, educational, informative, fun, and family friendly website destination for Latino Spanish speakers/readers residing, visiting or planning to move to Seattle or other areas in Washington state. It is aiming to become an online and popular digital destination serving the Latino community by supporting immigrant's projects, providing critical resources for a better living and education, and by adding a Latin touch that unites and enhance Latino families in the Northwest.

As a digital communication media serving and targeting the Latino consumers, In Latina Seattle we look to integrate and share available resources for cultural support, personal and professional development, Latino community improvement, entertainment and much more. We closely connect with the Latino audience residing and visiting Washington state with central focus in Seattle.

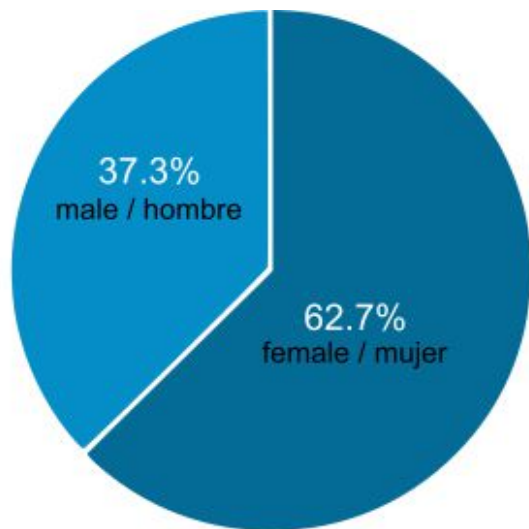
With our continuous increased organic online traffic, social community engagement, and knowledge of a desirable niche target market, our platform and communication channels are a great partner for your business. We hosts a variety of promotional opportunities to fit your budget. We offer a variety of advertising and marketing opportunities to expand your brand, share about your projects and deliver your message in general. We mainly serve through multimedia (text, video, audio), digital advertising, content distribution and event sponsorship – we can collaborate with you to bring print projects up too. If we consider your products, services, promotions and information are just right for our users, so working with us will be interesting.

With our additional presence in Facebook, Twitter and Instagram, Latina Seattle is the perfect localized communication and distribution channel in Spanish for publishers or advertisers who want to reach this market segment in the United States.

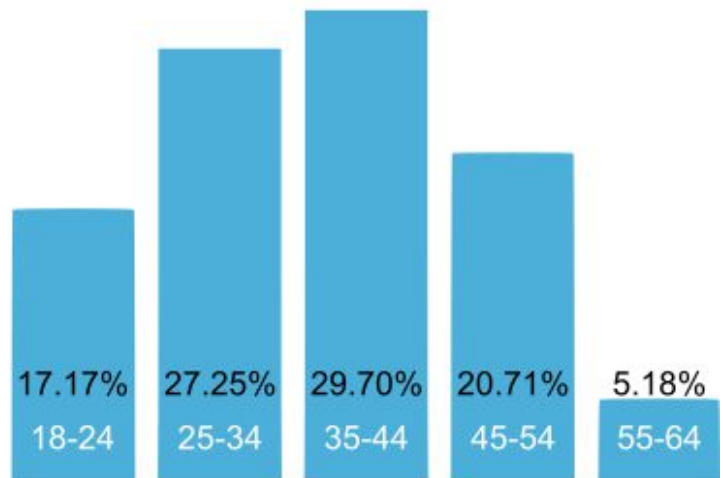
Until now, these are few of the most frequently searched phrases in where Latina Seattle is consistently in the top of Google results: “Comunidad Latina en WA”, “Trabajar en Seattle”, “Vivir en Seattle”, “Emigrar a Washington”, “empreendedores en Wa”, y “Profesionales Latinos en Seattle”.

Thanks for your interest in getting to know us and our services!

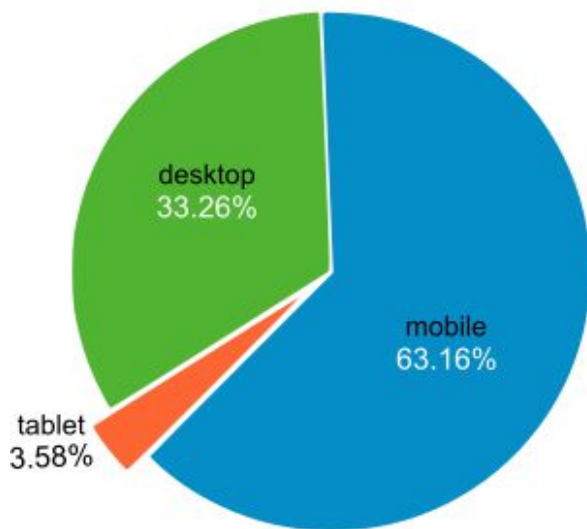
Few LatinaSeattle.com statistics from the last 8 months report.



gender / sexo



age / edad



device / dispositivo

1.	United States	(66.46%)
2.	Mexico	(8.12%)
3.	Spain	(5.18%)
4.	Colombia	(4.02%)
5.	Venezuela	(2.39%)
6.	Chile	(2.34%)
7.	Argentina	(1.98%)
8.	Peru	(1.37%)
9.	Puerto Rico	(0.94%)
10.	Canada	(0.69%)

top ten countries / países

Advertising in Latina Seattle' mobile responsive website include the following opportunities:

- Display Advertising
- Mobile Advertising
- Content Integration/Advertorials
- Blog Sponsorship/Sponsored Posts
- Social Media Promotion

Display Advertising

The following real estate and/or ad inventory is set aside for graphical display advertising:

Medium Rectangle 300x250

Home page, featured section, above the fold = \$200 x 10days.

Most content and internal pages = \$300x30d.
\$700x90d.

WideSkyscraper banner 160x600

Available for most content and internal pages (Not Home page).
\$300x30d.
\$750x90d.

Half Page Ad 300x600

Available for most content and internal pages (Not Home page).
\$300x30d.
\$750x90d.

Leaderboard banner 728x90

Prime placement, either in header or footer. Available most pages of the site (Not Home page).
\$250x30d.
\$600x90d.

Mobile Advertising

Over 63% of our traffic is coming in from mobile devices.

The display advertising on our mobile-enabled site:

Medium Rectangle 300x250

Home page, featured section = \$200 x 10days.

Most content and internal pages = \$300x30d.
\$700x90d.

Large Mobile Banner 320x100

Most content and internal pages = \$250x30d.
\$600x90d.

Content Integration / Advertorial

We always look for ways to bring new and interesting content, entertainment and resources that fit our Latino community interests. And our Advertorial and Content Integration service is just perfect for advertisers to tap into and engage more with our niche audience.

Your page will be included at the top of every page in our pulldown navigation menu or main menu, and with a launch mention graphic in www.Latina.Seattle.com Home page.

The content, layout and structure of the page is designed by the advertiser or its design team/person, and can have as many links to the advertiser's website as desired. **Note:** Only 1 brand/business per Advertorial is accepted.

\$300 setup (one time fee) and \$1,000 per month – with a minimum campaign length of 3 months for maximum user recognition.

Our Advertorial Integrated Content pages can be used for:

- Surveys to our users.
- Promotions, gifts, contests, sweepstakes
- Interactive tools.
- Product market fit.
- Introduction of your business to the community, share important information, and implement your overall branding strategies.

Sponsorships

Blog Sponsorship/Sponsored Posts

Our blog posts consist of informational product posts, invitations to try resources available, educational tutorials, entertaining tips and tricks geared primarily toward the Latino community in WA state (visiting or residing).

All blog posts will be shared in our social networks: Facebook, Twitter, and Instagram. Sponsored posts have a specified dateline for publication, and should include original photos/images and web copy (aka written content). Note: The content must be exclusive to our site.

You may also provide your branding messages and links to be inserted inside the blog post.

\$600 per post.

Social Media Promotion

Latina Seattle provides social media network promotion in where we'll create an image along with the message to your products, services or other projects.

\$100/per a post in all 3 social media network (Facebook, Twitter, Instagram).

*They will probably run on different days and times.

*We can collaborate with you in order to strategically plan a series of messaging among different platforms.

To discuss opportunities of working with us, a marketing plan, a campaign, and more, email directly to solgonzalez@latinaseattle.com stating your goals, budget and main concerns.

www.LatinaSeattle.com

Direct office phone: +1 (206) 659 8434.