

WHAT IS IT?

- A complete Spanish-language newspaper that can be an insert into the newspaper or sold from newspaper kiosks and news racks
 - ✓ 100 percent Spanish-language content
 - ✓ Weekly
 - ✓ 32 pages
 - ✓ Eight pages allocated for local advertising
 - ✓ Full-color tabloid with magazine-style cover
 - ✓ Content includes national and world news, with an emphasis on entertainment, and customized local news, information and advertising
- Contemporary, attractive graphics, photos and excellent writing by award-winning Latin American journalists
- A turn-key solution to your need to enter the increasingly competitive Latino market

DELIVERY

- Web-delivered via FTP
- Printed and distributed by the local client newspaper

WHY?

- Reach the fastest growing minority in the U.S. via a compelling and impacting vehicle
- Contemporary look and culturally on-target
- Keeps your Latino readers inspired, globally connected and locally informed
- Latinos prefer newspapers when making purchasing decisions

BENEFITS

- Saves you time, money, energy
- Draws in important, growing readership
- Your advertisers effectively reach new markets

WHO?

- Brought to you by Danilo Black, a premiere international consulting firm for newspapers and magazines, and Universal Press Syndicate, the world's largest independent newspaper syndicate. For more information please contact kkirschner@atlanticsyndication.com or jvivona@amuniversal.com.
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