



# Media Kit

113 Dewitt Street, Suite 200  
Garfield, NJ 07026



- **LatinosNJ.com** – a website designed for and about New Jersey Latinos who number almost 1.5 million – made its official debut on Oct. 5, 2007.
- The Latino population in New Jersey – and the nation – is a growing force. There is no singular media source that provides a reliable and overall look at what’s going on with Latinos in the Garden State. **LatinosNJ.com** is designed to fill that informational gap.
- **LatinosNJ.com** provides the latest news and issues, and features blogs and columns from Latino leaders and experts in various fields such as health, education, business, and immigration. The nonpartisan site also includes a community forum, an events calendar, a section for press releases, free classifieds, job postings, and paid advertisements.
- The website responds to Latinos’ increased use of the internet. The Pew Hispanic Center found 56 % of the U.S. Latino population goes online, and that almost 80% of both English-dominant and bilingual Latinos use the internet. A recent study, “Conexion Cultural/Connected Culture”, describes online Hispanics in the U.S. as “media mavens” because they are consuming and adopting media and technology at a higher rate than the rest of the population.
- The initial group of bloggers includes:
  - **Dr. Gloria Bonilla-Santiago**, Board of Governors Distinguished Service Professor of Urban Studies at Rutgers University;
  - **Ida L. Castro**, Vice President for Sponsorship, Development and Government Relations at V-me, the first Spanish digital broadcast network launched by Thirteen/WNET. She served as Chair/CEO and General Counsel of the U.S. Equal Opportunity Commission under President Clinton, and as Commissioner of Personnel for New Jersey;
  - **Zulima Farber**, attorney with Lowenstein Sandler and the first Hispanic woman to serve as a Cabinet officer in New Jersey;
  - **Pedro Khoury**, a Jersey City native who is a Community and Economic Development volunteer for the U.S. Peace Corps in Ukraine;
  - **Gil Medina**, Executive Managing Director, Cushman & Wakefield, who served as the Secretary of Commerce for New Jersey;
  - **Cid Wilson**, a Senior Financial Analyst and Director of Research for Kevin Dann & Partners LLC in New York City where he was ranked as the #1 financial analyst in his field in the country by Forbes; and
  - **Patricia Campos**, the Political Director of the New Jersey State Council of UNITE HERE!
- **LatinosNJ.com** is run by a team with extensive experience in the private and public sectors:
  - **Ivette Mendez**, named by **Hispanic Business Magazine** in October 2007 as one of 100 most influential Hispanics, and a former Star-Ledger reporter who served as Communications Director for Governor Corzine;
  - **Carlos Aguasvivas**, website co-founder, who runs MG Design Studio in Rutherford specializing in website design, and the former director of Internal Systems Support for the New Jersey Higher Education Student Assistance Authority; and
  - **Ivette Martinez**, a business development consultant and former state legislative aide.

## Rate Card

Type	Size	Position	File Format/Size	CPM
Banner <b>Ex: 200x200 @ 100 CPM x \$ 30.00 = \$ 3,000</b>	200x200	Front Page – Top Right	GIF 15K/Flash 25K	\$30.00
Banner <b>Ex: 200x100 @ 100 CPM x \$ 20.00 = \$ 2,000</b>	200x100	Front Page – Bottom Right	GIF 10K/Flash 25K	\$20.00
Horizontal Banner <b>Ex: 500x90 @ 100 CPM x \$25.00 = \$ 2,500</b>	550x90	Front Page – Content Area	GIF 15K/Flash 25K	\$25.00
Banner <b>Ex: 200x100 @ 100 CPM x \$15.00 = \$ 1,500</b>	200x100	General Site – Bottom Right	GIF 10K/Flash 25K	\$15.00
Horizontal Banner <b>Ex: 550x90 @ 100 CPM x \$20.00 = \$ 2,000</b>	550x90	General Site – Content Area	GIF 15K/Flash 25K	\$20.00
Skyscraper <b>Ex: 120x600 @ 100 CPM x \$35.00 = \$ 3,500</b>	120x600	General Site – Top Right	GIF 20K/Flash 25K	\$35.00

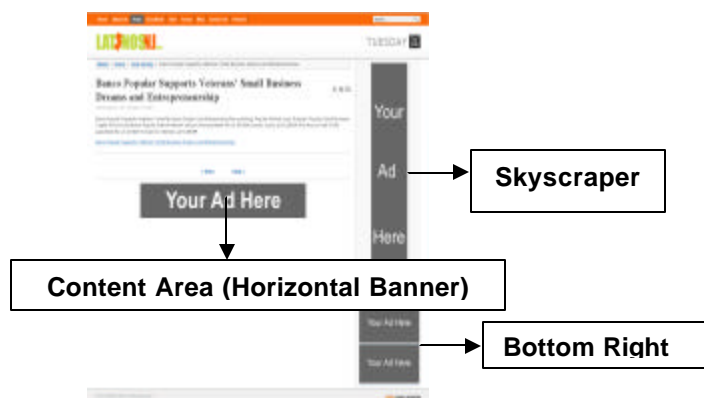
\* There is a minimum purchase of 100,000 (100 CPM) impressions required.

**CPM** = per thousand impressions

### Front



### General Site



### Submission of Files

All files require one (1) week setup and testing prior to the start of the campaign.

Send files to:

#### Advertisement

E-mail: [ad@latinosnj.com](mailto:ad@latinosnj.com)

Phone: 973-478-5400 x 14