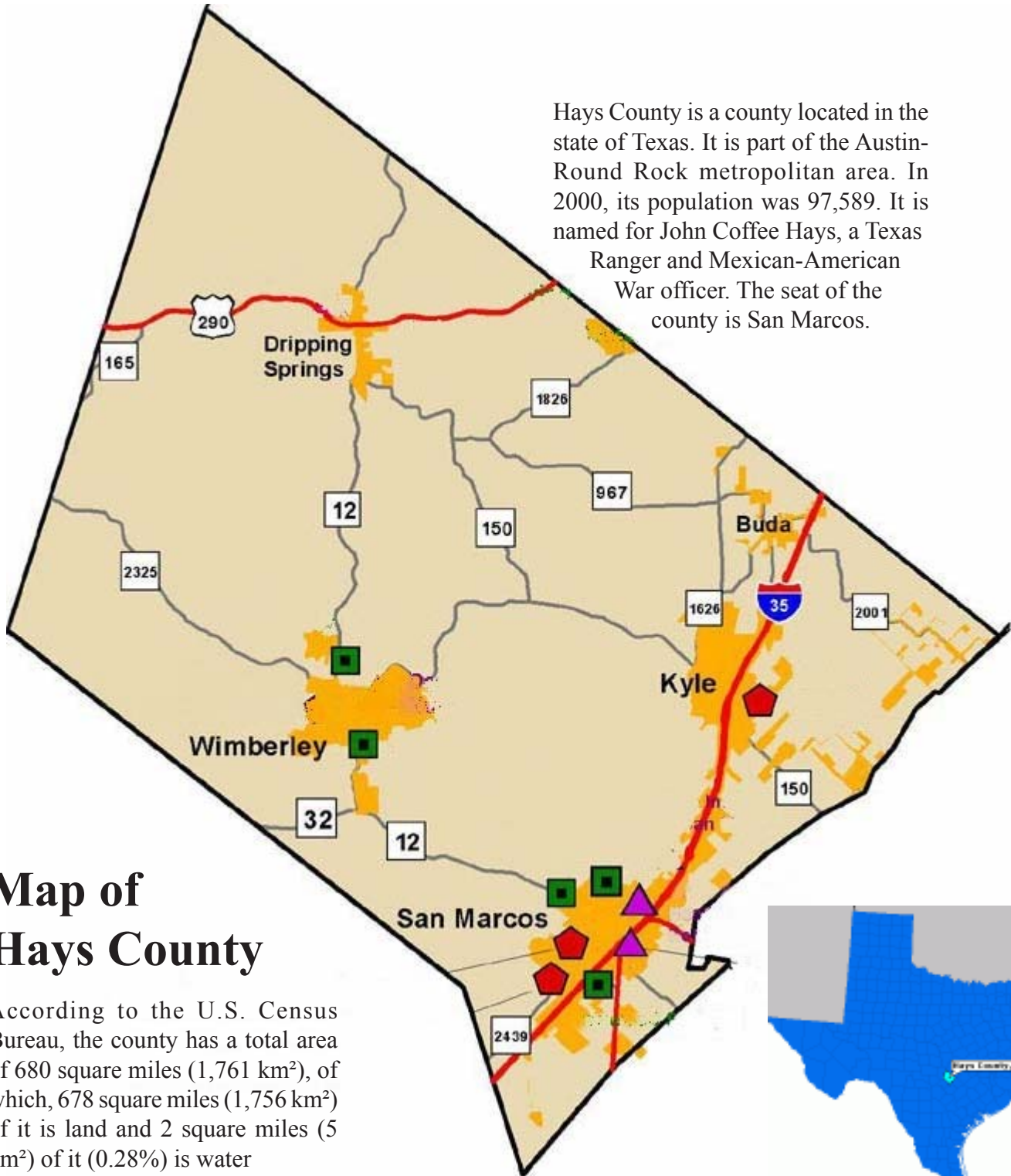


# Media Kit for *La Voz de Hays County*

**Buda Dripping Springs Kyle San Marcos Wimberley**

Hays County is a county located in the state of Texas. It is part of the Austin-Round Rock metropolitan area. In 2000, its population was 97,589. It is named for John Coffee Hays, a Texas Ranger and Mexican-American War officer. The seat of the county is San Marcos.



## Map of Hays County

According to the U.S. Census Bureau, the county has a total area of 680 square miles (1,761 km<sup>2</sup>), of which, 678 square miles (1,756 km<sup>2</sup>) of it is land and 2 square miles (5 km<sup>2</sup>) of it (0.28%) is water

# *La Voz de Hays County*

## **Publication Profile**

**NAME:** *La Voz de Hays County*  
**Buda - Dripping Springs - Kyle - San Marcos - Wimberley**

**SPONSOR:** Mexican American Center for Community and Economic Development

**BUSINESS ADDRESS:** P. O. Box 19457  
Austin, Texas 78760

**TELEPHONE:** (512) 291-9060 or (512) 944-4123

**EMAIL:** [la-voz@sbcglobal.net](mailto:la-voz@sbcglobal.net)

**WEBSITE:** [www.lavoznewspapers.com](http://www.lavoznewspapers.com)

**LANGUAGE FORMAT:** Bilingual - 60% English 40% Spanish

**FREQUENCY:** Monthly

**FOCUS:** Employment, Education, Economics, Entrepreneurship, Crime Prevention, Cultural Production and Personal Responsibility

**PAGES:** 12-16

**PRINT RUN:** 3,000 copies per edition

**READERSHIP:** 3000 x 3.2 readers = 9,600

**DISTRIBUTION:** Paper boy routes, placement in high traffic areas, subscriptions and distribution at special events

**EDITOR:** Alfredo Rodriguez Santos c/s

# *La Voz de Hays County*

## Demographic Overview

### Population Hays County

1960	1970	1980	1990	2000	2007
19,934	27,642	40,594	65,614	97,589	141,480

Source: U.S. Census Bureau, 2007 Population Estimates, Census 2000, 1990 Census

### Hays County was the 26th largest county in Texas in terms of population in 2007

<b>Social Characteristics:</b>	<b>Estimate</b>	<b>Percent</b>	<b>U.S.</b>
Average household size	2.81	(X)	2.61
Average family size	3.33	(X)	3.20
Population 25 years and over	73,860		
High school graduate or higher	(X)	86.1	84.1%
Bachelor's degree or higher	(X)	33.2	27.0%
Civilian veterans (civilian population 18 years & over)	8,287	8.3	10.4%
Disability status (population 5 years and over)	12,209	10.3	15.1%
Foreign born	7,717	5.9	12.5%
Male, Now married, (population 15 years and over)	24,177	45.7	52.4%
Female, Now married, (population 15 years and over)	23,446	44.8	48.4%
Speak a language other than English at home (pop. 5 years +)	N	N	19.7%
<b>Economic Characteristics:</b>			
Median household income	52,703	(X)	48,451
Per Capita Income	24,411	(X)	25,267
Individuals below poverty level	(X)	15.7	13.3%
Number of individuals employed	69,187		

Source: U.S. Census Bureau, 2007 Population Estimates, Census 2000, 1990 Census

# *La Voz de Hays County*

## **A Word About Community**

Communities are composed of people who have made the decision to live in a particular place. Each community has its own unique history and settlement patterns. Over the last 40 years, Hays County has seen a tremendous increase in its population as more and more people have discovered the attractiveness of living in Central Texas. People of Mexican ancestry are one of the groups that have made this discovery. According to the latest United States Census data, Mexicans, Latinos (you pick the label) now constitute 41,344 or 31.7% of the population in Hays County.

### **Total Population of Hays County**

**130,325**

### **Latino Population of Hays County**

**41,344**

### **Rest of Population**

Source: Population Estimates from 2006 American Community Survey

In the San Marcos Independent School District, the number of Latino children enrolled in 2006-2007 was 4,991 or 69.5 % of total students in the district. In 2007, Latino students made up 60.9% of the graduating class in San Marcos. In the Hays County Consolidated Independent School District, Latino students numbered 6,559 or 55.3% of the total student enrollment.

### **San Marcos ISD**

**4,991**

### **Hays County CISD**

**6,559**

**= 11,550 Students**

Adding in the other 4 school districts in Hays County produces another 815 Latino students. Taken together, the total number of Latino students enrolled in public schools in Hays County is 12,365.

**12,365**

Source: Texas Education Agency, AIED Reports, 2007

# La Voz de Hays County

## Rate Card

### Production Requirements

Acceptable camera-ready material is defined as fully finished mechanicals that require no typesetting or camera work of any kind. Publisher recommends the use of an 85 line screen.

Drawings, artwork and articles for reproduction are accepted only at advertisers risk and should be clearly marked to facilitate return.

Camera shots, artwork (screens, reverses, double burns, etc.) and typesetting will be charged to the advertiser at prevailing rates.

Publisher is not liable for reproduction quality on mechanicals that require camera work.

### Deadlines/Changes/Cancellations

Deadline for ad copy is on the 27th day of the month before ad is to appear. All cancellations must be in writing or faxed to (512) 291-9060. Cancellations or changes are not accepted after the date stipulated above.

### Terms

All advertisers must pay in advance unless account is established. All political advertising must pay in advance.

### Agency's Commissions

20% of gross billing on space, color and position to recognized agencies who guarantee payment and deliver camera-ready copy to publisher's office by deadline. Agency commissions are not allowed on accounts more than 60 days past due. No Commissions are paid on production charges.

### Frequency Discounts

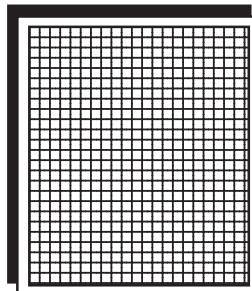
Ads must run within one year of first insertion to earn frequency discounts. Insertion dates must be specified on the advertising contact to qualify for discounts.

SIZE	ADVERTISEMENT FREQUENCY			
	1 Time	3 Times	6 Times	12 Times
Full Page	\$625	\$565	\$500	\$455
1/2 Page	\$390	\$360	\$330	\$300
1/4 Page	\$275	\$325	\$275	\$225
1/8 Page	\$175	\$155	\$125	\$100
Business Card	\$ 60	\$ 50	\$ 40	\$ 30

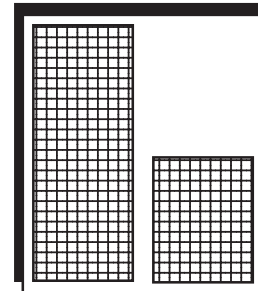
### Mechanical Requirements

STANDARD SIZES	WIDTH	TALL
Full Page	10.25"	11.50"
1/2 Page (Vertical)	5.0"	11.50"
1/2 Page (Horizontal)	10.25"	5.5"
1/4 Page (Vertical)	5.0"	5.5"
1/4 Page (Horizontal)	10.25"	3.0"
1/8 Page (Horizontal)	5.5"	3.0"
1/8 Page (Vertical)	2.37"	5.5"
Business Card	3.5" x 2"	

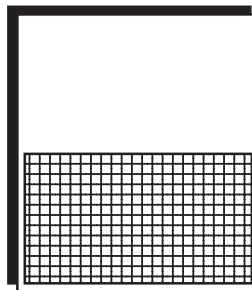
## AD Sizes



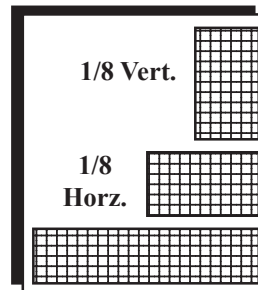
Full Page



1/2 Vert. 1/4 Vert.



1/2 Horizontal



1/8 Vert.  
1/8 Horz.  
1/4 Horizontal

For more information please contact  
Alfredo R. Santos c/s (512) 291-9060  
or (512) 944-4123

# *La Voz de Hays County*

## **Why Advertise in La Voz?**

There are plenty of reasons why you should advertise with *La Voz Newspapers*.

**First** of all, our ads are very inexpensive.

**Secondly**, your advertisement can reach and penetrate parts of the that other publications don't even come close to. Not only do we distribute in heavy pedestrian traffic locations, but we also make it a point to distribute at churches, festivals and special events such as community meetings.

**Third**, *La Voz Newspapers* are different than the other publications in that we are not only engaged in "journalism" but also "community development." We believe that information is power and that one of the ways you help people raise themselves up economically is by providing them with good information that in turn allows them to make good economic decisions. Your support helps us to improve the "knowledge quotient" of the community and in this way, you are helping us to make an valuable investment in San Marcos.

**Fourth:** The other reason why you should advertise with us has to do with the opportunities we are creating for young people. At *La Voz Newspapers* we don't just talk about community development, we practice it! We believe in paying everyone who works with us. As with our other newspapers, we have a standing policy of paying students who write stories. Students who write articles for *La Voz* are paid 10¢ a word. While this may not seem like a lot of money, we believe that for teenagers: "*Money in their pocket helps keep them off the docket.*" Your advertising dollar helps us to help keep kids busy and out of trouble.

**Fifth:** It is no secret that the demographics of Texas are changing. As more Latinos decide to call Central Texas home, they are going to need and use the same goods and services that other do. Brand loyalty and product familiarity are extremely valuable intangibles that every business seeks to develop and cultivate. Advertising in *La Voz de Hays County* is a smart way to reach out and show people in the community who you are and the products and services you stand by.

# *La Voz de Hays County*

## **Ad Agreement**

P.O. Box 19457 Austin, Texas 78760 Phone & Fax (512) 291-9060

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone \_\_\_\_\_ Fax: \_\_\_\_\_

Size of ad:

1    1/2    1/4    1/8    Business Card

Camera Ready:        Yes        No

Photo:                Yes        No

Cost of Ad:        \_\_\_\_\_

Your Check Number:        \_\_\_\_\_

Circle Months Ad is to Run:    Jan.    Feb.

March    April    May    June    July

August    Sept.    Oct.    Nov.    Dec.

### **Notes**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

*La Voz Representative* \_\_\_\_\_ Date: \_\_\_\_\_

# *La Voz de Hays County*

## **Distribution in Hays County**

1.	J&L Mexican Restaurant	307 MLK Drive San Marcos	San Marcos, Texas 78666
2.	San Marcos Independent School District Office	501 South LBJ Drive	San Marcos, Texas 78666
3.	Hays School District Office	21003 Interstate 35	Kyle, Texas 78640
4.	New Mexican Bakery	401 Guadalupe Street	
5.	Hispanic Chamber of Commerce	174 South Guadalupe Street Suite 101	San Marcos, Texas
6.	San Marcos Chamber of Commerce	202 N C M Allen Pkwy	San Marcos, Texas 78666
7.	Texas State University (various locations)		
8.	Catholic Church	624 East Hopkins Street	San Marcos, Texas 78666
9.	County Courthouse		
10.	San Marcos City Hall	630 East Hopkins Street	San Marcis, Texas 78666
11.	HEB	641 East Hopkins Street	
12.	Santa Cruz Catholic Church	Box 187	Buda, Texas 78610
13.	Las Vegas	I-H 35	Kyle, Texas
14.	Perdue Insurance Company	I-H 35	Kyle, Texas
15.	The Little Hair Shop	I-H 35	Kyle, Texas
16.	Mitts BBQ	I-H 35	Kyle, Texas
17.			

**Working List**  
**La Voz de Hays County will have**  
**a total of 45-50 drop locations in**  
**Hays County**