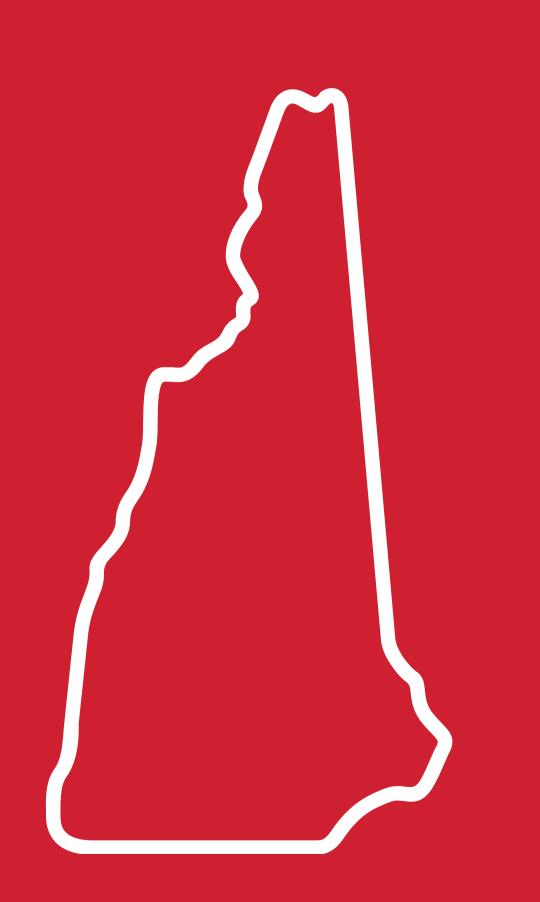
NHLatinoNews.com THE ONLINE NEWS SOURCE OF NEW HAMPSHIRE'S LATINOS

MEDIA INFORMATION & RATE CARD

Statistics

- • Hispanics as Percent of Country Population......18.9% • As of 2021, 81% of Latinos living in the country are U.S. citizens, up from 74% in 2010. This includes people born in the U.S. and its territories (including Puerto Rico), people born abroad to American parents, and immigrants who have become naturalized citizens. **NEW HAMPSHIRE AT A GLANCE**



Summary

STATEWIDE & COMMUNITY FOCUS: NHLatinoNews.com is a digital, multimedia, English language, news, and information outlet with statewide coverage, and a Hispanic-Latino editorial focus.

- Our audience is employed in both the public and private sectors; they are business owners and homeowners. They also are the influencers and thought leaders in the state's Hispanic-Latino community.
- Hispanic-Latinos are located in New Hampshire's largest counties including Hillsborough, Belknap, and Rockingham. The largest percentage of our audience are between the ages of 18-29 and equally split male/female. Their average annual income is \$71,000.

• Visitors read an average of 1 page per visit with repeated ad impressions. **CREDIBILITY:** NH Latino News' trusted newsroom applies the principles of solutions journalism in its reporting, making it the GO-TO source for Latino stories and issues in New Hampshire. **REACH:** We deliver our content through multimedia work – our members fully experience our brand in all of its dimensions: written stories, audio podcasts, video storytelling and interviews, native content on social media.

FLEXIBILITY: We work with our clients to design and ensemble the multimedia package that better fits their needs and budget.

Programming

NHLN takes a collaborative approach to producing stories through solutions-focused reporting rather than problem-focused. We investigate responses to social problems, providing insights on the evidence of the effectiveness or ineffectiveness of them, and if limitations exist.

NH Latino News produces relevant and compelling <u>video</u> stories bringing members of the community from different sectors of industry and backgrounds together.

Our podcasts elevate the voices and visibility of matters most important to the community by speaking with thought leaders on the social determinants of health and democracy.

*For advertisers running for 3 consecutive months on one site OR one month on 3 sites, please inquire about a discounted rate.

*Newsletter runs:

-Every other month...individual markets

-Every other month...regional markets

Rate Card

ADVERTISING

Leadership Banner	\$2750/month	Newsletter	\$220
 Min. Image size: 1600x500px 		Exclusive E-Blast	\$385
Primary Banner	\$1430/month	• Repeat	\$165
• Min. Image size: 728x90px, Ratio: 4:1		Social Media	\$165
Secondary Banner	\$1045/month	(Facebook, X, Instagram, Linkedin)	
 Min. Image size: 728x90px, Ratio: 4:1 		• Bundle	\$495
Right Rail	\$605/month	Podcast	
• Min. Image size: 300x250px, Ratio: 6:5		Sponsorship	\$165
Right Rail Low	\$440/month	Guest Interview	\$660
 Minimum image size: 300x250px, Ratio: 6:5 		YouTube	
Small Advertisement	\$275/month	Sponsorship	\$165
 Minimum image size: 125x125px, Ratio: 1:1 		Guest Interview	\$660

Please Note: Location for all banners and rails are on the homepage. Ask about additional fees to advertise on other pages and help with ad design. Payment due prior to posting.

DIGITAL MEDIA

ADVERTISING PACKAGES

Package Options	Website	Social Media	Newsletter
A. \$2,319	Advertorial	Ad placement on Facebook and X	Ad in every newsletter
B. \$1,925	Primary Banner	Ad placement on Facebook and X	Ad in every newsletter
C. \$1,595	Secondary Banner	Ad placement on Facebook and X	Once a week ad
D. \$1,375	Secondary Banner	Ad Placement on Facebook	Once a week ad
E. \$1,045	Right Rail	Ad Placement on Facebook	Once a month ad
F. \$825	Small Advertisement	Ad placement on Facebook and X	Once a month ad
G. \$605	Small Advertisement	Ad placement on X	Once a month ad

*Costs shown per month, but also available per week



NHLatinoNews.com THE ONLINE NEWS SOURCE OF NEW HAMPSHIRE'S LATINOS

Thank you for choosing NHLN!





twitter.com/NHlatinonews

linkedin.com/company/nhlatinonews-com in

instagram.com/nh_latinonews/