

ConeXión^{sb}

¡HAZ CONTACTO LATINO!

MEDIA KIT



Conexión^{sb}

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PHILOSOPHY

ConeXión is a magazine that is aware of the importance of contributing to education, health, cultural identity, family values, and the presence of Latinos as an ethnic group in the United States.

WE are a publication that emphasizes the importance of representing the Latino community objectively and optimistically in Santa Barbara.

OUR objective is to accessibly serve as a liaison between the services, information, and knowledge that exist in Santa Barbara and our local Latino community.

ConeXión is a Spanish language magazine that covers the essence of the Latino Community. We provide a Spanish publication, that for the first time in Santa Barbara County communicates to the Latino community in their native language regarding important issues. We are a communication tool that promotes unity and Latino social adaptation in our society. We will be available, as an 8 ½ x 11 inches in full color and glossy paper, in stands on the first Tuesday of every month.

**“GOOD ADVERTISING
DOES NOT JUST
CIRCULATE INFORMATION.
IT PENETRATES THE
PUBLIC MIND WITH
DESIRE AND BELIEF.”**

Leo Burnett
CEO, Leo Burnett Worldwide

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WHY WE ARE IMPORTANT

- Latinos comprise over 1/3 of Santa Barbara's population.
- Latinos have exceeded their economic expectations by four times of what the US census had anticipated.
- The Latino Community has asked for concise and efficient information in their native language.
- Research shows that native language advertisement is a more effective sale strategy.
- Consumption habits indicate that Latinos preserve their traditions.

“IT'S SOMETHING THAT LATINOS NEED.”

Juan Carlos Solache
Realtor
Century 21 Butler Realty Inc.

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WHY ADVERTISE WITH US?

- Latinos consume over **\$1,263,750,000** annually in Santa Barbara County.
- We appeal and provide services to the large Latino Community who has considerable buying power.
- Our efficient distribution consists of more than 160 locations throughout Santa Barbara, Goleta, Carpinteria, and Isla Vista.
- Over 7,000 magazines printed and distributed.

**“BUSINESS HAS
ONLY TWO
FUNCTIONS,
MARKETING AND
INNOVATION.”**

Milan Kundera
Novelist, Playwright, and Poet

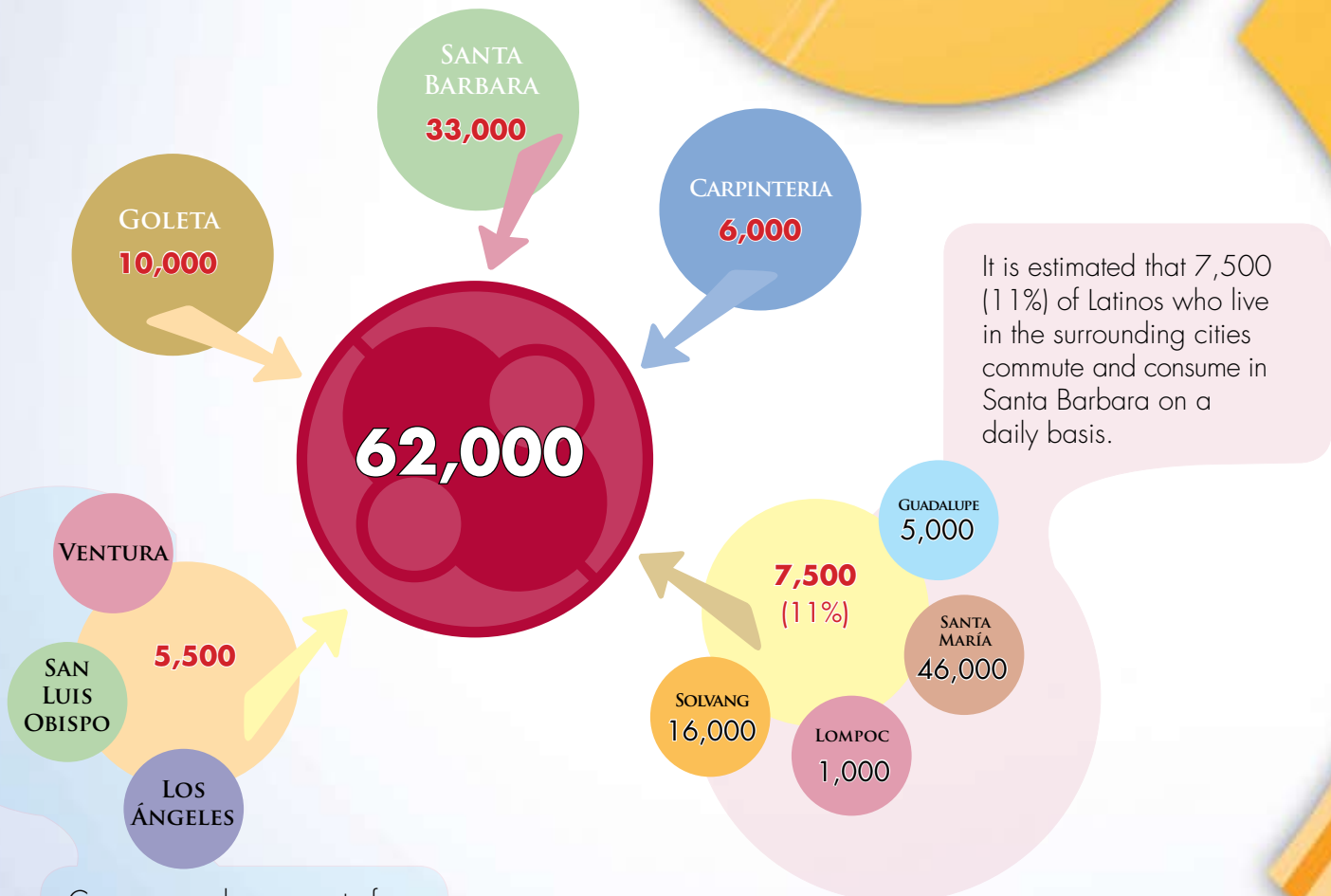
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LATINO CONSUMERS IN SANTA BARBARA

“THIS WILL BE AN IMPORTANT PUBLICATION.”

Marty Blum
Mayor of Santa Bárbara, CA



Consumers who commute from surrounding counties in Santa Barbara.

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LATINO BUYING POWER

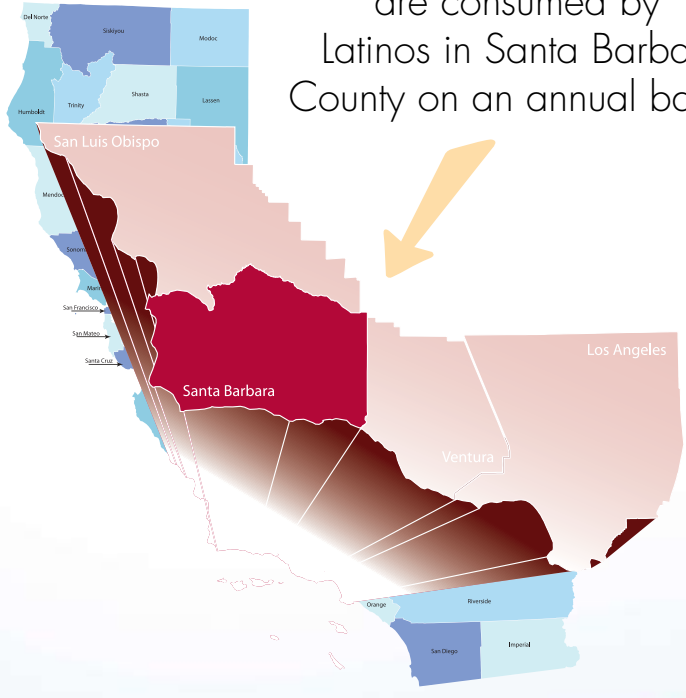
Latinos are the group with the highest economic and professional growth in the United States.

Latinos have increased their presence in professional jobs and have a corresponding increase in disposable income.

\$1,263,750,000

are consumed by Latinos in Santa Barbara County on an annual basis.

\$750

 billion dollars are consumed by Latinos in the United States on a yearly basis and it is expected to grow to \$1 trillion dollars by 2010.

49% El porcentaje de la población de origen latino que vive en California y Texas. California es el hogar de 12.2 millones de hispanos y Texas de 7.6 millones. <<http://www.census.gov/Press-Release/www/releases/archives/population/002897.html>>

Santa Barbara

SB Library Anacapa & Arrellaga
Paradise Café 702 Anacapa
Cajun Kitchen Canon Perdido
S.B.Car wash Canon Perdido
Taqueria Rincon 115 E Haley
Angelica's Beauty Salon 306 1/2 Haley
Rose Café 424 E Haley
Las Conchas 432 E Haley
La Bodeguita 512 E Haley
Lito's 512 E Haley
Villa Real Market 728 E Haley
Brownie's Market 435 De La Vina
Laundry 436 Bath
Super Laundry 1511 San Andres St.
Foodland 1501 San Andreas
Gas Station Micheltorena/San Andreas
La Bamba Market 235 W Micheltorena
Cucas 626 W Micheltorena
Carrows 210 W Carrillo St
Vons 24 W Victoria
Spudnuts 220 W. Carrillo St
Gas Station 1502 San Andreas
Market 1437 San Andreas
El Zarape 1435 San Andres St.
Su Casa Mex.Rest. 1417 San Andres St.
RT/Mart 1416 San Andres
Mely's Fashions 1416 San Andres St.
Ordonez Dentistry 1412 San Andres St
Wash & Fun 1335 San Andreas
Guadalajara Market 601 San Pascual
SB Liquor 1015 De La Vina
Super Cucas 2030 Cliff Dr.
Mexican Fresh 315 Meigs Rd
Mesa Laundromat 315 Meigs Rd.
Rose Café 1816 Cliff Dr inside
Fantastic Sam's 1928 Cliff Dr table
Mesa Café 1927 Cliff Dr share/VV
7-Eleven 1909 Cliff Dr
SBCC Cliff Dr
Rudy's 305 Montecito St
Santa Cruz Market 326 Montecito St
Amtrak Station 305 Montecito St
Visitor's Center Garden & Cabrillo
Altamirano Restaurant 422 N. Milpas St.
Las Brisas 415 N Milpas
Soccer Central 401 N. Milpas St.
Pollo Norteno 3 36 N Milpas
Mariscos Boca Del Rio Rest. 326 N. Milpas St.
Francisco Anguiano CPA 321 N. Milpas
The Med Center 319 N. Milpas
Laundry 312 N Milpas
99cents Store 331 N Milpas
Store 216 N Milpas
Taqueria El Bajio 129 N Milpas
Joyeria Latino 118 N. Milpas
Crown Liquor 4 N Milpas
Eastside Library Montecito & Voluntario
Fairway Market 128 S. Salinas
El Sitio 138 S Salinas
El Rodeo 132 S Salinas
Beto's Market 401 S. Salinas
Villa Real Market 728 E Haley by door

Carpinteria

Delgado's 4401 Carpinteria Ave
Mi Fiesta Market 4502 Carpinteria Ave
Reyes Market 4795 Carpinteria Ave
Taqueria Buen Gusto 4835 Carpinteria Ave
Nueva Imagen 4904 Carpinteria Ave
Panaderia Mexicana 4912 Carpinteria Ave.
Puerto Vallarta 4924 Carpinteria Ave
El Regalo 4940 Carpinteria Ave
Novedas Hernandez 4950 Carpinteria Ave
Reynaldo's Bakery 897 Linden Ave.
Linden Laundry 871 Linden Ave.
Guadalajara Restaurant 741 Linden Ave.
Tony's Restaurant 699 Linden Ave.
City Market 501 Linden
Coastal Getaways Realty 5030 Carpinteria Ave
Cabo's 5096 Carpinteria Ave
La Mexicana Market 5292 #A Carpinteria Ave
Rudy's 1001 Casitas Pass
Tyler's Donuts 1002 Casitas Pass
Taco Grande 1032 Casitas Pass
Coin-op Laundry 1102 Casitas Pass
The Meat n' Place 1047 Casitas Ave
Kim's Market 4060 Camino Real
Fast Fresh 4414 Camino Real
Wash Center 4416 Camino Real
Farmer Boy Restaurant 3427 State
Chaucer's Bookstore

Loretto Plaza 2716 De La Vina
Daniel's Bakery 2708 De La Vina
Mayo's 2636 De La Vina
Laundry 1919 De La Vina
Market 1919 De La Vina #B
Discount Store 120 W. Mission
The Video Shop Mission & De La Vina
Trailer Park end of Ward Drive
Goleta
South Coast Deli Hollister
Goleta Valley Hospital Patterson & Hollister
Shell Station Hollister & Walnut Ln.
Turnpike Laundry Turnpike Center
Santa Barbara Bank & Trust 5190 Hollister Ave.
Sea Breeze Dental 5168 Hollister Ave.
SBCC Cosmetology Academy 5160 Hollister Ave.
Magnolia Laundromat 5144 Hollister Ave.
Del Pueblo Café 5132 Hollister Ave.
Goleta Valley Water District Hollister & Puente
El Grullo Restaurant 4009 State
El Pollo Rico 5698 Hollister Ave
Goleta Community Center 5689 Hollister
Boy's Club (behind Comm. Ctr)
Santa Cruz Market 5701 Hollister
Angelica's Beauty Salon #2 5730 Hollister Ave
Juanito's Restaurant 5740 Hollister Ave.
Regalos 5748 Hollister Ave.
Minimart 5748 Hollister Ave.
Villareal Market 5780 Hollister Ave.
Goleta Bakery 5784 Hollister Ave.
Jargito's Ropa 5790 Hollister Ave
Video Max 5848 Hollister Ave.
7-11 5810 Hollister Ave.
The Jewelry Mart 5850 Hollister Ave.
Mary's Beauty Salon 5854 Hollister Ave.
Tim's Market 5869 Hollister Ave.
Goleta Bank 5869 Hollister Ave
Yoli's Restaurant 5877 Hollister Ave.
Market 5879 Hollister Ave.
Red Pepper Restaurant 282 Orange Ave

OUR
DISTRIBUTION IS
VAST AND CONTINUOUSLY
EXPANDING, INCLUDING
THE LISTED REGIONAL
DISTRIBUTION.
WE ADDITIONALLY ARE
PROJECTED TO REACH
OVER 5,000 HOMES BY THE
RELEASE OF OUR
SEPTEMBER ISSUE.

Copy Right 6396 Hollister Ave
Pollofino 6821 Hollister Ave
Designer Cuts 6831 Hollister Ave.
El Sitio 102 A S Fairview
Thrifty wash 92 S Fairview
Rudy's 5680 Calle Real
Wells Fargo 195 N. Fairview
Goleta Library 500 N. Fairview
Goleta Valley School District N. Fairview
Oriental Market
Swap Meet
76 Gas Station
Channel City Lumber 6930 Hollister Ave
Goleta Athletic Club 93 Aero Camino
City of Goleta 170 Los Carneros
SB Bank & Trust 130 Cremona Suite C
Borders 7078 Marketplace
El Camino Café 7012 Marketplace
Cajun Kitchen 6950 Marketplace
Continental Liquor K-mart Center inside
Storke Laundrerland K-mart Center inside
Action Soccer 250 Storke Ave.
La Carreta Restaurant 270 Storke Ave.
Cal Taco 290 Storke Ave.
Cheers Liquor 7320 Hollister
Isla Vista
Friendship Manor
Giovanni's 6647 El Colegio
IV Bookstore 6583 Pardall
IV Food Co-op 6541 Pardall
Mac's Market 6575 Seville
UCSB Bus Stop 915 Emb. Del Mar
UCEN UCSB
Multi-Cultural Center UCSB
Cheadle Hall UCSB

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EDITORIAL CALENDAR & CONTENT

SEPTEMBER

Latino Leadership / History

OCTOBER

Entrepreneurs
Restaurants/ Lifestyle

NOVEMBER

Family/Entertainment

DECEMBER

Traditions/ Christmas Edition

JANUARY

Goals
Latino Services

FEBRUARY

Education/ Latino Government Officials

MARCH

Politics/ Immigration

APRIL

Children/Youth Resources

MAY

Woman/ Fashion

JUNE

Micro-businesses and Employment

JULY

Economics and the Latino Community

AUGUST

Cultural Identity/ Health
Latino Art in Santa Barbara

Sections

- Education
- Local Government and Politics
- Editorial
- News
- Health
- Immigration
- Arts (Poems, Music, Film, Literature)
- Chicano Culture
- World Cultures
- Latino Social Development
- Profiles
- Psychology
- Family
- Religion
- Home & Garden
- Food
- Fashion
- Science
- Business
- Real Estate
- Calendar
- Opinion
- Sports
- Social Events
- Entertainment

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Deadlines

Edition	Reserve	Deadline	Date
Sep	Aug-21	Aug-28	Sep-4
Oct.	Sep-18	Sep-25	Oct-2
Nov.	Oct-23	Oct-30	Nov-6
Dec.	Nov-20	Nov-27	Dec-4
Jan	Dec-18	Dec-25	Jan-1
Feb.	Jan-22	Jan-29	Jan-5
Mar	Feb-19	Feb-26	Mar-4
April	Mar-18	Mar-25	Apr-1
May	Apr-22	Apr-29	May-6
Jun	May-20	May-27	Jun-3
July	Jun-17	Jun-24	July-1
Aug	Jul-22	Jul-29	Aug-5

**“EXCELLENCE WILL
ARISE FROM A
PUBLICATION
WRITTEN BY THE
PEOPLE.”**

Dr. Luis Leal

*Professor, University of California
in Santa Barbara*

Rates and Promotions

Cover	8 Issues	4 Issues	1 Issue
Back cover	\$1700	\$1800	\$1900
Inside cover	\$1600	\$1700	\$1800
Front back			
Sizes	8 Issues	4 Issues	1 Issue
Full Page	\$950	\$1000	\$1100
2/3 Page	\$850	\$ 900	\$ 950
1/2 Page	\$650	\$ 700	\$ 750
1/3 Page	\$475	\$ 500	\$ 550
1/4 Page	\$275	\$ 300	\$ 350
1/8 Page	\$225	\$ 250	\$ 250

Price noted is for an individual add

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Please make checks payable to:

Conexion

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(805) 450-6367

(805) 637-9121

FAX (805) 456-4563

Art and Advertisement (send artwork)

Jesús Ágredas

(805) 450-6367

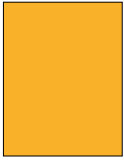
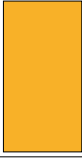




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marcos.lazaro@conexionsb.net

ADVERTISEMENT FORMATS & REQUIREMENTS

Sizes

Full Page:	8.5 x 11 in	
2/3 Page:	5.6114 x 11 in	
1/2 Page:	8.5 x 5.4179 in	
1/4 Page:	4.1654 x 5.4173 in	
1/3 Page:	2.7227 x 11 in	
1/8 Page:	4.1654 x 2.625	

Software

PHOTOSHOP
ILLUSTRATOR
INDESIGN
ADOBE READER
(ACROBAT)

Format for ad's

PDF
TIFF
JPG
PSD
EPS

All the sizes need a bleed section around the ad with .25 inch more.

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