

innovación

Spice up your message, and make your brand pop with creative shapes and ad formats: **La Opinión offers you special placements, adjacencies, odd-sized ads, interactive features and more.**

La Opinión Takes You Further with Cross-Platform Products

With more than 80 years serving the community, *La Opinión* has positioned itself as the strongest and most credible voice in the Latino community. Receive maximum exposure in a trusted environment and increase the return on your marketing investment by combining any of our print and online products into your marketing mix.

Place your ad in the right content environment in print, online and with onsite event opportunities. Ask for special sections in print and online as well as content adjacencies' availability.

Spadea*: Your message appears on the front-page cover of the newspaper! Consider Spadea advertising as prime real estate for your message. A Spadea ad can wrap around the newspaper's main section, Sports or the Sunday comics, so the first thing readers see is your advertisement.

Similarly you can place your message on the homepage of *laopinion.com* with a prominent Medium Rectangle, Leaderboard or Skyscraper.

* Subject to Publisher's approval.

Skybox and Spotlight Box

Stand out from the crowd with a Front Page Skybox or an online Spotlight Box. Skyboxes are positioned on the upper right hand corner, on the front page of any of our sections. A Spotlight Box places advertisers at the top right hand side of any web channel. These leading positions ensure that all newspaper and online readers have an opportunity to view your ads.

Banners and Web Banners

Banners Ads and Web Banner Campaigns are other promotional options available to add to your marketing mix. Banner Ad dimensions are 6" x 1" and run along the bottom front of any section, while Web Banner Campaigns are placed online in the web pages selected by the media planner. Leaderboards and Skyscrapers allow you to surround the message our online users are reading.



Odd Shaped Ads: L-Shape ads, U-Shape ads, "Your product shape" ad
Innovate: Try new ad sizes and placements! Our Creative Services Department can create your preferred ad shape to surround our print and online content.

Expanding banner, floating banner, flying object on screen and more. We accept Flash ads, video-streaming ads and other types of rich media for your online campaigns. You imagine it, we can help you create it!

Formulate a Tailored Marketing Message with La Opinión Custom Publications

Custom Publications are uniquely designed tabloids that function as stand-alone publications, plus benefit from full run distribution in *La Opinión*, which has half a million readers every day. Our online design team can also work with you to develop an online strategy that maximizes the effectiveness and reach of any Custom Publication.

The content of a Custom Publication can be developed, designed, edited and produced by *La Opinión's* award-winning staff. Custom Publications reflect our high journalistic standards and strive to ensure that all Custom Publication messages stay focused and are culturally relevant. Advertisers may also provide their own source materials for each Custom Publication.

Custom Publications are supported with in-paper promotional ads that usually run a week prior to publishing with strong call-to-action message compelling readers to look for your upcoming Custom Publication.

La Opinión also offers a variety of package options including:

- ❖ Design, production and translation
- ❖ Insertion and distribution in *La Opinión*
- ❖ Additional reprints based on client demand
- ❖ Extended, home-delivered distribution within our weekend publication, *La Opinión Contigo*
- ❖ National distribution via ImpreMedia newspapers in key Hispanic markets

Preprints

Based on your media plans, Preprints can be targeted to specific geographic zones, or be part of the full run of the paper. Let us know how we can meet your advertising and marketing goals and get your message seen. Place your inserts or coupons in *La Opinión* (daily) and *La Opinión Contigo* (weekend, home-delivered edition). We can create them for you, or you can provide your Free Standing Insert (FSI).

Coupons & Product Sampling

In our free, weekend home-delivered publication, *La Opinión Contigo*, have the opportunity to insert product samplings, posters or coupons to encourage direct response.

Increase the Power and Reach of Your Message

La Opinión's combined print, online packages and signature event participation allows for immediate response, extends your reach and increases sales results. Let our sales, marketing and audience insights team provide you with complete information on all of our cross-media vehicles and expand your share of the Hispanic market.

