

# MUJERES DESTACADAS / EXCEPTIONAL WOMEN

2009

The Premier Event and Editorial Series Celebrating Southern California Latina Women

www.laopinion.com/mediakit



The Mujeres Destacadas / Exceptional Women month-long Editorial Series and awards ceremony is the premier Latina women's event of Southern California. *La Opinión* celebrates 30 exceptional women in the categories of: community leadership, the arts, education, health advocacy and business/technology.

Held during the month of March, also International Women's History Month, Mujeres Destacadas editorial series and event spotlights and applauds the efforts of 30 women and their many contributions to the community with daily profiles in *La Opinión* and its products and concludes with an awards recognition ceremony.



GOLD - Category Exclusivity	SILVER Package	BRONZE Package
Full page Premium Position ad in event program	1/2 page Premium Position ad in event program	1/4 page Premium Position ad in event program
5 time logo placement at base of "Mujeres Destacadas" in-paper editorial series	5 time logo placement at base of "Mujeres Destacadas" in-paper editorial series	* 1 Bonus 1/2 page, b/w ad in <i>La Opinión</i> (used by 6/31/09)
* 2 Bonus Full page, b/w ads in <i>La Opinión</i> (used by 6/31/09)	* 1 Bonus Full page, b/w ad in <i>La Opinión</i> (used by 6/31/09)	* 1 Bonus 1/2 page, b/w ad in <i>La Opinión Contigo</i> (used by 6/31/09)
* 2 Bonus Full page, b/w ads in <i>La Opinión Contigo</i> (used by 6/31/09)	* 1 Bonus Full page, b/w ad in <i>La Opinión Contigo</i> (used by 6/31/09)	2 time logo placement at base of "Mujeres Destacadas" in-paper editorial series
Logo placement in 1/8 page promo ads	Logo placement in 1/8 page promo ads	Logo placement in 1/8 page promo ads
Logo placement in 6 page Event Recap section in <i>Domingo</i>	Logo placement in 6 page Event Recap section in <i>Domingo</i>	Logo placement in 6 page Event Recap section in <i>Domingo</i>
Logo placement in 2 page winner pictorial in <i>La Opinión</i> & in <i>La Opinión Contigo</i>	Logo placement in 2 page winner pictorial in <i>La Opinión</i> & in <i>La Opinión Contigo</i>	Logo placement in 2 page winner pictorial in <i>La Opinión</i> & <i>La Opinión Contigo</i>
25 Copies of Mujeres Destacadas pictorial recap	25 Copies of Mujeres Destacadas pictorial recap	25 Copies of Mujeres Destacadas pictorial recap
Title Sponsor acknowledgement at event	Sponsor acknowledgement at event	Sponsor acknowledgement at event
Onsite signage opportunity (provided by sponsor)	Onsite signage opportunity (provided by sponsor)	Onsite signage opportunity (provided by sponsor)
350 promotional item inclusion Gift Bags	350 promotional item inclusion Gift Bags	350 promotional item inclusion Gift Bags
Table for 10 at event	Table for 10 at event	Table for 5 at event
<p style="text-align: center;"><b>Investment Total</b> <b>\$25,000.00</b></p>	<p style="text-align: center;"><b>Investment Total</b> <b>\$10,000.00</b></p>	<p style="text-align: center;"><b>Investment Total</b> <b>\$3,000.00</b></p>

\* Ads for client use per their discretion.

