

# Empowering Latino Futures presents A PACKAGE OF TWO GREAT PROGRAMS

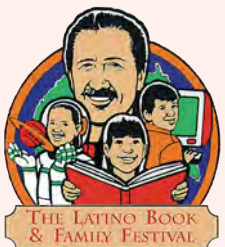
Market your organization or business to Latinos across North San Diego County

## NORTH COUNTY INFORMADOR

An Empowering Latino Futures Publication Serving North San Diego County

A bilingual (English & Spanish) weekly media outlet targeting underserved communities in the North San Diego region, in particular Latinos. The format is both digital (weekly) and print (6 times a year), with a focus on education, community services, cultural events, health services, business, financial literacy, immigration services, civic engagement, government services, information on access to essential services, and events.

[NorthCountyInformador.com](http://NorthCountyInformador.com)



**Latino Book & Family Festival  
North County  
San Diego**

The 70th Latino Book Festival, and the 12th in San Diego County. Since 1997, 4,000+ different companies have participated at our 69 Festivals from the auto, communications, education, energy, entertainment, financial, food, government, insurance, media, nonprofit, publishing, retail, and travel sectors. *Become part of this great community-development effort.*

[www.LBFF.us](http://www.LBFF.us)

**20% discount on ALL prices  
Nonprofits**  
**10% discount on all prices  
Government & education institutions**

Dear North San Diego County,

We founded Empowering Latino Futures to serve as an avenue for businesses, programs, educational institutions, and government entities to reach the Latino community easily. Our first program was a Latino Book & Family Festival—and we've held 69 since 1997. Our newest program is North County Informador, designed to get information and resources to an underserved audience. A team of community leaders, educators, librarians, and Award-Winning Authors have united to ensure that the Festival is well attended and that Informador reaches key audiences. Please join us in our work to empower underrepresented communities.

*Edward James Rivera*  
Empowering Latino Futures Board Chair

## NORTH COUNTY INFORMADOR

Package	Print Ad Size	Digital	Package 1	Package 2	Package 3	Package 4
Print Editions:			1	2	3	4
ePub Editions:			3	7	10	14
eNews Editions:			4	8	12	16
<b>Total Editions:</b>			<b>8</b>	<b>17</b>	<b>25</b>	<b>34</b>
Minimum Media Impressions:			<b>46,000</b>	<b>98,000</b>	<b>145,000</b>	<b>196,000</b>
<b>A. Back Cover, Cover 2</b>	8.125" w x 10.375" h	Large banner	\$3,000***	\$5,750****	\$8,000****	\$10,000****
<b>B. Cover 3</b>	8.125" w x 10.375" h	Large banner	\$2,500***	\$4,500***	\$6,350****	\$8,000****
<b>C. Full Page</b>	7.33" w x 9.42" h	Large banner	\$2,000**	\$4,500***	\$5,500****	\$7,000****
<b>D. Half Page</b>	4.33" w x 7.83" h	Medium banner	\$1,300**	\$2,300**	\$3,200***	\$4,000***
<b>E. Quarter Page</b>	3.58" w x 4.7" h	Small banner	\$800*	\$1,500**	\$2,050**	\$2,500***
<b>F. 1/8th Page</b>	3.58" w x 2.35" h	Small banner	\$500*	\$875*	\$1,200**	\$1,500**

### BONUSES

\* One BYOC booth at LBFF in the Village of your choice      \*\*\* Festival Amigo Package & ILBA Supporter  
\*\* One BYOC booth at LBFF & ILBA Supporter      \*\*\*\* Festival Compañero Package & ILBA Partner Package

## 70<sup>TH</sup> LATINO BOOK & FAMILY FESTIVAL

**Saturday, October 15, 2022**

**10am – 4pm**

**MiraCosta College**  
1 Barnard Dr.  
Oceanside, CA



**FREE parking** a short walk from activities.

**Villages:** Artist, Authors, Children, Education, Enterprise, Entertainment, Food & Health



### BOOTH PRICES

PACKAGE		1 Booth	2 Booths
<b>BYO Canopy:</b>	Pay by August 1	___ \$125	___ \$200
	After August 1	___ \$150	___ \$240
<b>Regular Booth:</b>	Pay by August 1	___ \$300	___ \$500
	After August 1	___ \$325	___ \$550

**BYO Canopy:** Bring your own canopy, tables, and chairs.  
**Regular Booth:** ELF provides canopy, six foot table, & 2 chairs.  
85% of our booths are BYOC.      **Corners: \$150 additional**

### PARTNER

\_\_\_ **Amigo Partner** 10' x 20' booth with 2 corners. \$1,500  
\_\_\_ **Compañero Partner** 20' x 20' Key location. \$2,500 with marketing enhancements.

### SIGN UP TODAY

Package Desired (ie: 2, D): \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Your Products/Services: \_\_\_\_\_

### SUBMIT TO:

Email or mail form: [latinoliteracy@gmail.com](mailto:latinoliteracy@gmail.com) | 760-689-2317  
SEND PAYMENT: Online at [LBFF.us/shop](http://LBFF.us/shop) or write credit card below

Amount: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_ Zip code: \_\_\_\_\_

Make checks payable to **Empowering Latino Futures**. Mail to:

**Empowering Latino Futures**  
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