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www.calleochonews.com



2024
MEDIA KIT

OUR MISSION

Connect all Hispanic communities and build cultural bridges along all nationalities.

Calle Ocho News began as a publication that mostly catered to Cubans in Miami Dade County but rapidly began to reach all Hispanic communities and represent the very diverse Latin American culture in Miami Dade County. From Cubans to Puerto Ricans, Venezuelans, Colombians, Dominicans, Hondurans, Mexicans, Guatemalans, Salvadorans, Costa Ricans, Panamanians, Nicaraguans, Argentinians, and Brazilians.

OUR HISTORY

The Calle Ocho News publication is a family-owned and operated community newsprint and digital media outlet founded on July 15th, 2001, in the South Florida Miami Metropolitan area. The founders are Mrs. Marta R. Rosell, President of Pressnet Corporation, and Mr. Luis T. Pardo Editor in Chief who passed away on March 22nd 2015, both natives from Cuba.

They became experts in newspaper design and the support of Miami's entrepreneurs by advertising for local businesses. They also knew they were filling a huge gap because Miami didn't have any publication depicting its folklore. They decided to call it Miami-Dade Calle Ocho, combining the name of this wonderful city and one of its world-famous streets.

Nowadays, the name has been updated to Calle Ocho News. This platform has thrived and expanded our reach through social media channels, our website, and community events that bring us all together. Our platform is a community platform equipped to bridge the gap between cultures and blend people across all nationalities. It inspires, connects, and communicates with the true essence of our city, "its people".

OUR PRESENT

We believe in the power of people coming together and staying connected. We believe in the preservation of art and culture, and we encourage the entrepreneurial spirit in others by telling the stories that matter most about "People". Last but certainly not least, we create experiences that bring people together. We provide THE PLACE through our community events where we can tell people's stories, share ideas, host events, report news, and publish opinions. We are guaranteed to bring you more business through our platform.



Calle Ocho News has been connecting residents in Miami-Dade since 2001. We take pride in keeping the arts, history, culture, and entrepreneurial spirit alive and thriving in our community.

RATES PER PUBLICATION PER EDITION VISIBLE

FULL COLOR | COST / ISSUE | DIMENSIONS



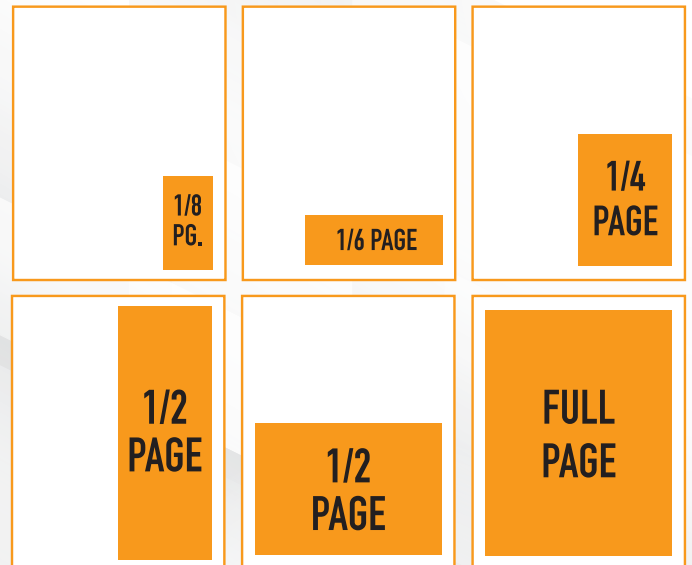
1 YEAR AGREEMENT

1/8 page	\$ 110	5.187" x 3.10"
1/6 page	\$ 135	3.413" x 6.327"
1/4 page	\$ 235	10" x 3.17"
1/2 page V.	\$ 450	5.187" x 12.75"
1/2 page H.	\$ 450	10.5" x 6.327"
Full page	\$ 825	10.5" x 12.75"
Back cover	\$ 1,050	10.5" x 12.75"



6 MONTHS AGREEMENT

1/8 page	\$ 115	5.187" x 3.10"
1/6 page	\$ 145	3.413" x 6.327"
1/4 page	\$ 250	10" x 3.17"
1/2 page V.	\$ 476	5.187" x 12.75"
1/2 page H.	\$ 476	10.5" x 6.327"
Full page	\$ 950	10.5" x 12.75"
Back cover	\$ 1,150	10.5" x 12.75"



Premium Spots...

Front Page includes a **COVER STORY**
Full Page Advertorial inside \$2,250.00

CONTINGENT UPON AVAILABILITY.

Specials...

FULL SPREAD in the **CENTER** of the print edition of Calle Ocho News \$1,950

Front Page Banner price is \$1,250.00

PREMIUM SPOTS

SPADEA & INSERTS

Calle Ocho News has always offered substantial reach through our traditional paper and insert advertising options, but we also provide front-page solutions. These alternative options offer a strong impact and will push a brand's message through the clutter for a powerful impact.

Spadea

A spadea is a separately printed unbound broadsheet that is folded around a newspaper or other periodicals. It appears as a partial page, or wrap around the front and back covers.

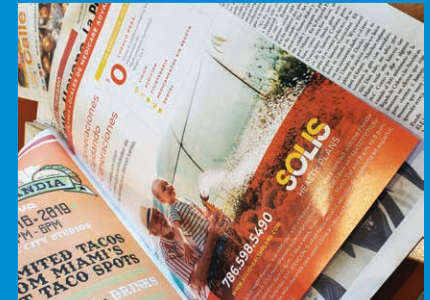
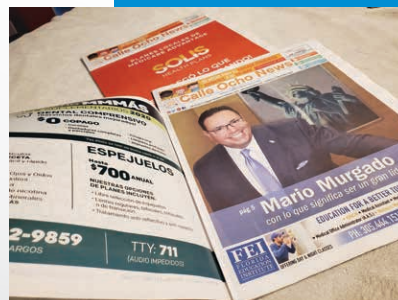
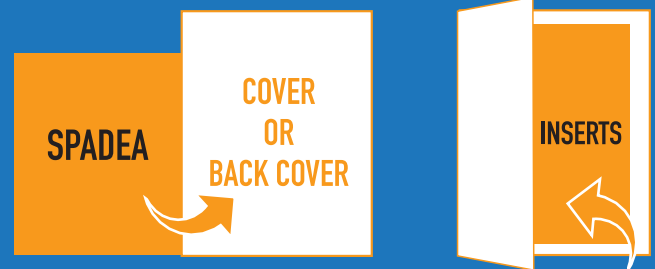
With a spadea, the advertiser is creating a physical barrier between the reader and the front page of the newspapers. This barrier requires the reader to interact with the brand message and provides the creative team with ample space to promote the desired message.

Inserts/Oversized Inserts

Inserts have a wide reach, gives consumers exactly what they want, are highly targeted, set your brand apart, offer impressive flexibility, and are cost-effective.

According to a recent consumer usage newspaper advertising report, 83% of adults regularly or occasionally read newspaper inserts and 70% of readers use them. This shows that insert marketing has a huge potential in getting your message to your readers and encouraging them to act.

POWER OF THE FRONT PAGE



CALENDAR EDITIONS 2024 DATES

JAN.	FEB.	MAR.	APR.	MAY.	JUN.	JUL.	AUG.	SEPT.	OCT.	NOV.	DEC.
10	7	6	3	8	5	10	7	4	9	6	4
24	21	20	17	22	19	24	21	18	23	20	18

“Calle Ocho News” can be found in Supermarkets, Law Offices, Courthouses, Cafeterias, Hotels, Hospitals, Restaurants, Theaters, Bakeries, Elderly Housing Facilities, Insurance Agencies, Laundromats, Banks, Medical Offices, Coffee Shops, and other locations as well.



Our Readers...

Calle Ocho News
is distributed bi-weekly to the following areas:

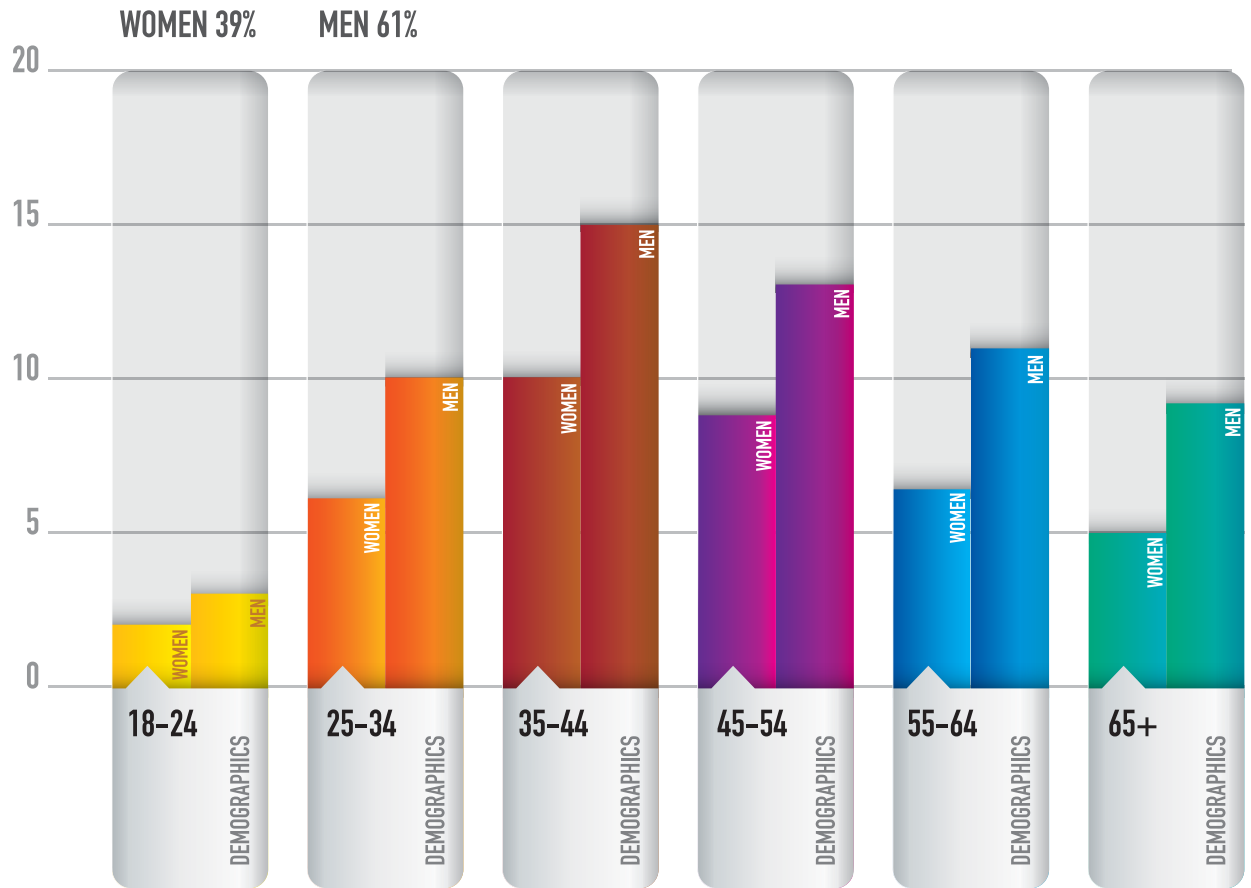
Biscayne Boulevard, Brickell, Coconut Grove, Coral Gables, Doral, Downtown, Flagami, Hialeah, Hialeah Gardens, Kendall, Little Havana, Medley, Miami, Miami Beach, Miami Lakes, South Miami, Sweetwater, Sunny Isles, Allapattah, North Miami, Downtown Miami, Key Biscayne, West Miami.

Content:

News, Community News, Current Laws, Community Resources, Projects, Interviews, Informative Articles, Opinions, Unusual Cases, Questions and Answers, and last but not least which is how we thrive in Advertisements.



DEMOGRAPHICS



Distribution by Zip Codes:

33010, 33012, 33013, 33014, 33015, 33018, 33030, 33031, 33032, 33033, 33034, 33035, 33090, 33039, 33092, 33031, 33125, 33126, 33127, 33128, 33129, 33130, 33131, 33132, 33133, 33134, 33135, 33137, 33139, 33140, 33141, 33142, 33143, 33144, 33145, 33146, 33149, 33152, 33154, 33155, 33156, 33157, 33158, 33160, 33161, 33162, 33165, 33166, 33167, 33169, 33170, 33172, 33173, 33174, 33175, 33176, 33177, 33178, 33180, 33181, 33182, 33183, 33184, 33185, 33186, 33187, 33193, 33196, 33197

ADVERTORIALS / SPONSORED CONTENT

A Sponsored Editorial is unique because it doesn't focus solely on the beneficial aspects of a product/service and instead includes an editorial touch to it with valuable information. An advertorial is the combination of an advertisement and an editorial. In a printed form, the advertisement is usually written in an objective manner made to look like an independent news story. A written article differs from an advertorial article in that information is provided on a product or service but in a way that the reader does not feel persuaded in any way. They have been used by marketers for a long time and have several benefits.

Unlike normal advertisements that consumers are used to which are made for attracting people by over exaggerating their product or service, advertorial advertising is different. It is usually catchier than the usual advertisement, with an interesting heading and compelling content to attract attention and interest from our readers.

Since advertorials can attract the attention of our readers, we can then provide knowledge on a specific topic. A problem is discussed and the solutions are provided by giving readers information about the services and products that your business offers. This is the purpose of advertorial advertising, providing the right information to consumers.

Advertorials are a great promotional tool to increase sales. After reading your piece, readers will feel that the product or service discussed will satisfy their needs. This can lead to a purchasing decision and increased profit for your business.

People may have a preconceived idea of what a product does and its quality. However, an advertorial can enhance the image of a product, elevating its features and changing the mind of readers by making them feel confident about the product.

**PRICE OF AN ADVERTORIAL
IS COMBINED \$750**

**PRINTED EDITION IS \$600
DIGITAL EDITION IS \$500**

DIGITAL ADVERTISING DEVELOPMENT FOR SMALL BUSINESSES THAT WANT TO GROW



Be visible! Be known!

Advertise with us to increase your exposure. Some of the advantages of Digital Advertising are: easy measurability, cost-effectiveness, customer targeted ideas, easy editing, promotion of brand development, easy sharing, globalized platform, and improved conversation rate.

We run two types of ads, horizontal banners (size 728x90 px) in the articles and square banners (size 300x250 px) on the sidebar of our website.

CalleOchoNews.com is the online version of our newspaper extending our reach to the entire world, targeting not only the local community but also people interested in finding more about Miami and tourists. Digital Advertising has many benefits some of which are that its easily measurable, it is cost effective, it is easier to target ideal customers, easily changeable, helps brand development, easy to share, its global, and it improves your conversion rate.

If you are interested in reaching our readers through your ads, please contact us.

CalleOchoNews.com

Advertise with us on our Digital Version of
Calle Ocho News

Let our readers know about your business,
your products or services and be amazed
by the power of advertising.

\$450/Month



SMALL BUSINESS PACKAGE

We at Calle Ocho News believe in supporting small businesses.

We understand how challenging it is to get the word out there about your business by advertising so we want to help. If you are a small business you qualify and we have two options for you to choose from.

AD PACKAGE \$200/MONTH MINIMUM 3 MONTHS TO GROW

- **PRINT AD in the CALLE OCHO NEWS Publication**

- 1/12 page ad in Calle Ocho News print edition (two editions a month), **in full color, designed by us;**
- We will include social media posts 2 times a month for the length of the agreement;

EDITORIAL AD PACKAGE \$400/MONTH MINIMUM 3 MONTHS

- **PRINT AD in the CALLE OCHO NEWS Publication**

- 1/12 page ad in Calle Ocho News print edition (two editions a month), **in full color, designed by us;**
- We will include social media posts 2 times a month for the length of the agreement;

- **Editorial Advertisement on your business (400 words) - 1 per 3 months agreement**

A Sponsored Editorial is unique because it doesn't focus solely on the beneficial aspects of a product or service and instead includes an editorial touch to it with valuable information. An advertorial is the combination of an advertisement and an editorial. In a printed form, the advertisement is usually written in an objective article made to look like an independent news story. The way a written article differs from advertorial examples is that information is provided on a product or service but in a way that the reader does not feel persuaded in any way. They have been used by marketers for a long time and have several benefits. Unlike normal advertisements that consumers are used to which are made for attracting people by over exaggerating their product or service, advertorial advertising is different and does not give that image. It is usually catchier than the usual advertisement with an interesting heading and compelling content to attract attention and interest from our readers.

REQUIREMENTS

- Must be a small business.
- Must keep a credit card authorization on file for automated monthly charges in case the invoice is not paid directly from a bank account in the Quickbooks invoice which is free of charge by the 15th of the month.
- If we need to run the card on file a total fee of 3.5% + 15 cents will be added for each keyed-in transaction that we need to process. The \$200 package will be \$207.15 and the \$400 package will be \$414.15.
- The invoice must be paid directly from a bank account by the 15th of the month or we will need to run the credit card on file.

These packages were created to make it easy to work with us so payments must flow easily as well so that we may run our operations efficiently.

Thank you for your support!