

INTRODUCING YOU TO YOUR LATINO MARKET

Last Update 03/08/2024



Here to Serve

**-INCREASE
YOUR**

SALES OR SERVICE

-YOU DON'T HAVE TO SPEAK SPANISH

WE'LL DO IT FOR YOU!!

-EASY, EFFICIENT, AFFORDABLE

**WITHOUT
COMPLICATIONS**

YOU WILL

COMMUNICATE

TO AT LEAST

**21 12,000 SPANISH READERS
YEARS OF EXPERIENCE**

FROM: 320 N Washington St HOPE, AR. 71801 TO:

HOPE, DEQUEEN, GLENWOOD

NASHVILLE, TEXARKANAS, HOT SPRINGS.

CALL, COME, FAX OR E-MAIL

TEL/TEXT/PIC

WHATSAPP

870-826-7060 Fax 866-212-0390

ads@amigonews.com www.amigonews.com

F ACTS: AMIGO is a 100 % Spanish Language newspaper directed to Latinos with Spanish as the first language serving the southwest part of Arkansas and Texas for over 20 years. It is the only massive way of communication for Spanish language residents in this area. No Radio, Television, or any other way of printed media has the preference and penetration of AMIGO news.

HOUSANDS OF SPONSORS AND READERS PROOF IT.

United States
Census
Bureau

According to US Census Bureau, 18 to 65 are the majority of all groups in these areas. For the productive purpose, AMIGO Spanish newspaper reaches all of those readers with all-local -translated by ourselves- news, work offers, school, church, city, police, social and classified ads, and announcements. Whether bilinguals or all Spanish readers, AMIGO gets to that percentage of **working/moneymakers/spenders** readers you can not reach any other way.

The US Census Bureau of Information says,

“THE PERCENTAGE OF OTHER THAN ENGLISH LANGUAGE SPOKEN AT HOME IS AS FOLLOW:”

- HOPE: 1800 persons or 18% of 10,095
- HOWARD Co. (NASHVILLE): 1400 persons or 9.3% of 13,789
- TEXARKANA: 1500 persons or 4.1% of 29,919
- HOT SPRINGS: 3500 persons or almost 10% of 35,000
- SEVIER Co. (DEQUEEN): 5000 readers or almost 27% of 17,000

AMIGO TAKES YOUR MESSAGE EVERY THURSDAY 12,000 TIMES, ALL SPANISH

WITHOUT COMPLICATIONS OF LANGUAGES

YOU WILL BE SPEAKING SPANISH TO AT LEAST

12,000 SPANISH READERS, EVERY WEEK, TO THE WHOLE AREA.

USING THE BEST, SECURE AND AFFORABLE WAY OF COMMUNICATION...

NEWSPAPER

QUANTITIES BY POSTAL ZONE

- Hope, AR. 71801 /2000
- DeQueen, AR. 71832 /3000
- Glenwood, AR. 71943 / 500
- Nashville, AR. 71852 /1500
- Texarkana, AR. 71852 /1000
- Texarkana, TX. 75502 /1000
- Hot Springs, AR. 71901/ 3000

Last Update 06/01/2023



HOT SPRINGS

A COMPLETE BILINGUAL TEAM OF ADVERTISERS, GRAPHIC DESIGNERS, REPORTERS, PHOTOGRAPHERS, AND TRANSLATORS HAS BEEN WORKING ON THIS AREA FOR THE LAST TWENTY ONE YEARS!!

THESE ARE SOME ACTUAL SIZES AND PRICES FROM WHERE YOU CAN CHOOSE THE ONE THAT FITS YOUR COMMUNICATION NEEDS BEST.

MONTHLY RATES INCLUDE:

Translation, design, photo-scanning, taxes and are valid for one month.

Are you Restaurant, Fuel, Entertainment or Clothing vendor?

WE DO TRADES. Pay your ads with merchandise and lets win-win.

6.0" X 6" = \$16.62 per column inch / \$ 1,196.64 month

SIZE	WIDE x TALL	PRICE PER COLUMN INCH	STANDARD WEEKLY RATE	WHEN AVAILABLE
WHOLE PAGE	12.0" w x 22.5" t	\$11.50	\$ 1,207.50	COLOR FREE
HALF PAGE	12.0" w x 10.5" t	\$15.73	\$826.25	COLOR
QUARTER PAGE	6.0" w x 10" t	\$12.65	\$664.12	B&W
BACK PAGE	10.5" w x 6" t	\$16.80	\$560.25	B&W +\$45/COLOR
BACK PAGE	11.50" w x 12.0" t	\$16.70	\$751.00	ONLY COLOR

12,000 FREE SPANISH NEWSPAPERS to:

HOPE, TEXARKANA, NASHVILLE, DE QUEEN, GLENWOOD, HOT SPRINGS, AR.

AMIGO Spanish Newspaper 320 North Washington St. HOPE, AR. 71801

ads@amigonews.com TEL/TEXT/PIC/WHATSAPP 870-826-7060 / Fax 866-212-0390

English or Spanish

For over 21 years

AMIGO

Has been your

Latino Communication tool between English and Spanish readers to all

Southwest and South

ARKANSAS

AMIGO

is an all Spanish language newspaper given for **FREE / GRATIS**

to at least: 70 Latino stores, 25 Self-service laundries, factories, Health Clinics, Churches, Restaurants and departmental stores of: Hope, Texarkana, Nashville, De Queen, Glenwood, Hot Springs, and surrounding areas. Ask for a detailed list of distribution places.

Size of **BROADSHEET** (12.0 x 22.5 total) NEWSPAPER

FULL COLORS,

Six (6) columns

2.2" wide x 22.0" Tall

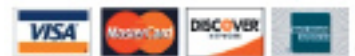
and **DEADLINES ON**

WEDNESDAYS 5:00 PM.

By having your announcement, news or commercial here, you will allow around

12,000 Spanish readers

know about you and your important business.



PayPal Bill Me Pay to Delivery

DISCOUNTS

DUE CONSECUTIVE PRINTS

10% OFF if printed 3 months

25% OFF if printed 6 months

50% OFF if printed 12 months

WE DO TRADES

4" W
4" x 4" = \$15 per column inch / \$483.44 month

2
4" T

INDEPENDENCE Day

CELEBRE LA INDEPENDENCIA CON ALEGRIA Y SEGURIDAD

HORATIO STATE BANK

Member F.D.I.C.
123 W. Main St.
HORATIO AR

SIEMPRE A SUS ORDENES
(870) 832-2501
642-8977

4" X 3" = \$16.5 per column inch \$ 395.60 month

3
3" T

La **Guadalupe** Taqueria GRAN INAGURACION

Tacos de asada, pastor, chorizo, barbacoa, lengua tripitas, buche, pollo y más

Especialidad en **Enchiladas Michoacanas y Mariscos**

\$1.25 tacos

100% MEXICANO

000 Park Ave. Hot Springs AR

L-J 11 am - 9 pm
V-D 10 am - 10 pm
Antes "La Costeñita"

Pida para llevar (501) 000-0000

2" x 4" = \$17.40 per column inch \$ 278.32/month

4
2" T

GUERRERO

Trabajo 100% GARANTIZADO

Construcción

Se Instalan y Reparar Techos / Roofings, Flat Roof, Fachadas / Sidings Canales p/ lluvias. Y todo trabajo de Concreto para Hogar y Comercial

Presupuestos GRATIS

0000 W 13th TEXARKANA, TX

Trabajos a toda el área

Se Habla Español Llamé AHORA 000-000-0000

CLASSIFIED ADS:
FREE ONE TIME.
(Must email to ads@amigonews.com.
Free to first-time sponsor. Restrictions apply)
\$45 /week for up to 20 words.
\$120.00/month and \$300/12 weeks for up to 20 words. **CALL FOR A BETTER OFFER.**
FREE HUMAN TRANSLATION
FREE WEB POSTING AND LINKING TO YOUR WEBSITE
FREE ADS FOR REFERRALS
BORDERLINE (AROUND YOUR CLASSIFIED AD) \$2.00/week
PRICE PER COLUMN INCH IT VARIES DEPENDING ON AD SIZE.
BIGGER THE AD BETTER THE RATE!!
INSERTIONS
\$150.00 per thousand on sizes 8"x 11" and 15¢ per piece for any other size (Tax included)
Inserter will furnish Inserting material with payment by **Mondays 5:00 pm.**
We also design and print, inserting the material in any size and quantity.

FREE ESTIMATES
FLYERS (1000 copies)
Spanish / English, white paper, B&W, 8.5x11 one side \$95
Design \$45.00
HUMAN TRANSLATION & INTERPRETATION
Spanish to English, English to Spanish. 500 words per sheet \$142.00 page.
Special rate for quantity jobs.
LIVE INTERPRETATION
\$52.00 Minimum charge per visit.
TRANSLATION OVER THE PHONE = FREE
DESIGNING
\$45.00 minimum charge and up.
Depending on time and job characteristics.

2" x 2" = \$22.56 per column inch \$180.48 month

5

GIGI LEMAR

SALÓN DE BELLEZA

SERVICIO TOTAL DE BELLEZA PARA TODA LA

20% DESCUENTO EN PERMANENTES PARA DAMA Y CABALLERO

L-S 10:00 a 6:00

000 S 3rd St De Queen AR

LLAMA AHORA (870) 000-0000

Frente a los 2 Gallo

IMPORTANT DATES FOR LATINOS YOU WANT TO BE PART OF

Spanish is not only about language. It is **CULTURE**.

JANUARY REYES MAGOS “Wise men” After Christmas and for those kids Santa Clause missed. Latinos have “Reyes Magos,” an extra chance to be present in a kid’s life. Ad must be ready last week of December.

SAN VALENTIN / FEBRUARY 14 and **PRESIDENT’S DAY**. Big-time commercial dates. Your ads need to be ready the first week of February.

MARCH PRIMAVERA (Spring Time) Goodbye, winter. HELLO, INCOME TAX MONEY!! The change of weather and tax season activates the economy. The ad needs to be ready in the middle of March.

APRIL SEMANA SANTA Easter. Say “YES” and be seen. Be ready by the middle of March.

5 DE MAYO (May 5). Your company will benefit from being part of our community. Ads need to be ready last week of April. 10 de MAYO / Mother days. Have your ads prepared at the beginning of the month.

JUNE DIA DEL PADRE (Father’s Day) Same importance as Mother’s Day. Have ads ready the first week of June.

JULY INDEPENDENCE DAY As American as The Tacos. You can’t afford to be missed by 12.000 readers enjoying a break from work at home. Ads are to be ready in the last week of June.

AUGUST RETURN TO SCHOOL. The economy reactivates with the coming back to school. Ads are to be prepared the first week of August.

SEPTEMBER MES DE LA HISPANIDAD. Hispanic Heritage Month. Have a close relationship with your Latino workers, customers, or friends. DIA DEL TRABAJO or Labor Day. 90% of Latinos work. Economically speaking, your advertising money will produce. Have ads ready by the middle of August. INDEPENDENCIA DE MEXICO. Mexico’s Independence Day to celebrate the 15th. Have the ad ready last week of August.

OCTOBER DIA DE LA RAZA Columbus Day. Don’t be ignored. Be prepared. Have your ad ready last week of September.

NOVEMBER DIA DEL VETERANO / Veterans Day. Have your ad ready last week of September. ACCION DE GRACIAS. Thanksgiving Day ads need to be ready by the middle of November.

DECEMBER NAVIDAD Christmas day. Ads need to be prepared for the first week of December. AÑO NUEVO. New Year. Have your ad ready at the beginning of December.

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