June 1, 2012

**Kansas City Hispanic News** is a mainstream, weekly, bilingual newspaper that provides an excellent medium for advertisers looking for that hometown focus.

Over 160,000 Hispanics Americans reside in our target market, which includes Jackson, Cass, Clay and Platte Counties in Missouri and Wyandotte, Leavenworth and Johnson counties in Kansas. Our circulation in these areas provides our advertisers with significant exposure in thousands of Hispanic households and businesses.

**Kansas City Hispanic News** maintains a paying subscription base of **1,000**, and over **13,000** complimentary copies are available at selected distribution sites—retail locations, churches with large Hispanic congregations, social services and health agencies. Our editorial staff has an aggregate of well over 75 years experience in the news and graphic arts business.

Owner/publisher Joe Arce has a long history of civic involvement with service on the boards of area organizations, including The Guadalupe Center, the Hispanic Media Association and the Center for Management Assistance. He has also served on advisory boards including Cabot Westside Clinic, Heart of America United Way. Because of that experience and involvement, Kansas City Hispanic News has emerged as an important link for advertisers who want to reach the Hispanic community.

Over 54% of Hispanics in the metro area own their own homes with a median household income of $36,637.00. Hispanics are the largest minority group in Clay, Platte and Johnson counties. Spanish is spoken in 65% of Hispanic households.

Your business or organization will increase its bottom line by doing more business with the Hispanic community. You will find a rate sheet attached for your review and consideration. We publish every Thursday, and our deadline is Tuesday mornings. I look forward to serving you by being a part of your next promotional strategy. The Hispanic market makes an excellent market for growth. Please call, fax or email me if I can assist you further with questions or information.

**Thanks,**

Richard Ware  
Marketing Representative

---

**PS:** “Our rates run $14.00 per column inch B & W or $17.00 color, that is a 1.80 inches wide by 1 inch high.”