2010 RESOURCE GUIDE ADVERTISEMENTS

HoLa's Annual Resource Guide is a colorful bilingual publication including:

- **Hispanic Heritage Month Program**
- **Spanish Yellow Pages**
- 100 pages (size 5.5" x 8.5")

An advertisement in HoLa's Annual Guide awards you these benefits:

- **Targeted Audience**
  The festival attracts a very ethnically and diverse crowd. Whether you are targeting your product and services to the growing Hispanic market or you are a Hispanic business owner marketing your product and services, HoLa's Annual Guide offers the best opportunity in the area to make yourself known.

- **Prolonged Shelf Life**
  HoLa's Annual Guide is a one of a kind publication, full of information and resources available in our community. People will keep referring to this guide throughout the year and will see your ad repeated times. Continued exposure provides you with multiple advertising impressions!

- **High Return of Investment**
  HoLa's Guide is a cost effective advertisement opportunity and an efficient tool to target your audience. **1,000 copies** are printed and first distributed at the Opening ceremony of **Hispanic Heritage Month** at the Knoxville Museum of Art, attended by City and County officials and main corporate sponsors. Copies are also distributed to Hola-Hora Latina's 200+ members and available at the festival, which attracted close to **15,000 people** last year. It reached **Nashville to Tricities** in various events.

- **Community Support**
  HoLa Hora Latina is a non-profit organization. Your ad will help you market your products and services, but most importantly it will show your support and celebration of diversity. *It shows you care!*

HoLa Guide Advertising* **	**Fee**
☐ Outer back cover	$750
☐ ~~Inner back cover~~ **SOLD**	~~$500~~
☐ Full page (4 3/4" x 7 3/8")	$350
☐ Half page (4 3/4" x3 5/8")	$200
☐ Business Card (2" x 3")	$75

***Can you provide a camera-ready Hi RES (**pdf, .tif or.eps**) file **at 300 dip at 100% size** via disk or email?

☐ No ☐ Yes

If your ad is not camera-ready, a graphic design fee will apply, you will be contacted by our graphic designer.

For further information: **865-335-3358** e-mail: **holahoralatina@yahoo.com**