
WELCOME TO **ArizonaLatinos.com**

Your Life-Your Site

ArizonaLatinos.com is Arizona's **Premier Latino website**. It was created thinking about the needs and lifestyle of Arizona Latinos. It's the ideal and easy to access tool on the web that brings useful information to all of those proud of their origins or that feel identified by the Latino community.

ArizonaLatinos.com comes at the right moment when the Latino community in Arizona reaches almost 2 million people (1,909,000 to be exact) according to the 2010 Census. This means that almost 30% of the population in Arizona is of Latino origin, and a thriving community as well, being that 55% of them are homeowners.

ArizonaLatinos.com understands the behavior and preferences of Latinos in the Valley of the sun. It is a community formed in great part of bilingual and acculturated individuals that have not yet lost their ethnic roots but have embraced the American way of living. Today, they constitute a cultural and social force to be reckoned with that contributes immensely to an evolving economy with their work, knowledge and responsibility.

The mission of ArizonaLatinos.com is to provide a great web-navigation experience to its visitors recognizing the latest tendencies and particular interests of the Latino community.

- Latino Population in Arizona: 1,909,000
- 30% of AZ population is Latino
- 25 years old is the average age of Arizona Latinos
- 55% of AZ Latinos own their home
- 70% are native born
- The number of 18- to 24-year-old Latinos in college topped 2 million in 2011, accounting for 16.5% of all enrollments
- 78% of Latinos who are English-dominant and 76% of bilingual Latinos use the internet, compared with 32% of Spanish-dominant Latino adults.
- 76% of U.S.-born Latinos go online, compared with 43% of those born outside the U.S.
- 80% of second-generation Latinos go online, as do 71% of third-generation Latinos.
- 89% of Latinos who have a college degree, 70% of Latinos who completed high school, and 31% of Latinos who did not complete high school go online.

ArizonaLatinos



PRODUCTION SPECS

Production Charges

Layout & design will be quoted on a per job basis.

Web banner sizes

1 Leaderboard 728x90

2 Island banner Top 300x250

3 Island banner Bottom 300x250

4 Wide skyscraper Top 160x600

5 Wide skyscraper Bottom 160x600

6 Full banner 468x60

File formats

We accept the following file formats:

- GIF at 72dpi resolution (animated or static)
- JPEG at 72dpi resolution
- SWF (Flash format)
- Third party tags

Maximum file size: 40K

Border: none

Material due: at least 5 days in advance to the expected start date of the campaign.

For third party tags, please include detailed instructions on where to insert "click macro" coding and cachebusting coding.

For Flash files, please be sure to include proper clickTAG

Advertisers must also provide the URL their ads should be linked to.

The screenshot shows the Arizona Latinos website interface. Numbered callouts are placed over various banner areas: 1 points to the top navigation bar; 2 points to a large hero banner; 3 points to a smaller banner below the hero; 4 points to a wide sidebar banner; 5 points to another wide sidebar banner; and 6 points to a full-width banner at the bottom of the page.

For rates and package deals, contact our advertising department
call: 480 776 6533 or email us: info@arizonalatinos.com