

# Media Kit

## 2011

Let Tek Lado help you market to a burgeoning population and brand your product in an innovative way. Online branding is the most cost-effective method of raising your profile.

- Between 2000 and 2010 the proportion of internet users who are Latino nearly doubled.
- Latinos connect wirelessly to laptops in higher numbers than other groups.
- Among mobile internet users, frequency of use is highest among the affluent and well-educated, as well as Latinos.
- Latinos use Twitter in higher numbers than either whites or African-Americans.
- Latinos lead the charge in texting among young adults.
- In both the US and Canada, Spanish is the most popular foreign language to learn.
- The US has the fifth-largest Hispanic population worldwide.

Are you ready to reach your target market?

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# TEK LADO™

### About

Tek Lado is a unique new voice in digital media. With daily coverage of technology and culture presented in both English and Spanish, Tek Lado appeals to young professionals, a general youth audience, as well as to first-, second- and third-generation Latinos. It also works as a global product, and as a learning tool for those who study Spanish.

### Content

- Gaming
- Gadgets
- Social Media
- Smartphones
- Subcultures
- Wireless
- Internet

### Demographic

- Students
- Hispanics
- Mobile Generation
- 18-40 year-olds
- Gamers

[www.tek-lado.com](http://www.tek-lado.com)

Twitter: [@tekladomagazine](https://twitter.com/tekladomagazine)

Facebook: <http://www.Facebok.com/tek-lado>

Ad Unit Size	2 Months Plus (Frequency)	One Month (One Time)
468x60 Banner	\$200	\$225
455x60 Banner Between Blogs	\$175	\$200
125x125 Box	\$125	\$150
120x600 Skyscraper	\$175	\$200
728x90 Leaderboard	\$225	\$250
300x250 Rectangle	\$175	\$200

Service	One Time	Terms
<b>Sponsored Content</b> Sponsor a weekly blog, column or event, a podcast, an interview series or a special project.	\$75-\$250	If we are unfamiliar with the brand or product then a sample must be provided.
<b>Product Reviews</b> Written or video reviews for products and services related to our content.	\$75	Product sample must be provided in addition to the review fee.
<b>Video Ads</b> Placement of ads within video presentations. We also accept videos for display on Tek-lado.com	\$75	Videos must be relevant to website content.
<b>Franchising</b> An opportunity to host a hyperlocal Tek-lado.com in your city (i.e., www.tek-lado.com/chicago).		

Electronic files should be supplied in JPEG or PNG format at 300 dpi resolution.  
All ad units are in pixels.

Email online ad files to [mgomez@tek-lado.com](mailto:mgomez@tek-lado.com)  
(215) 900.2209

### Payment Options

- Payments are accepted via PayPal and check.
- PayPal processes most major credit cards and bank transfers.

### Advertising Policies

- Advertising must be relevant to Tek Lado's demographic.
- No refunds.
- Payment due before advertisements go live.
- All ads must be approved by Tek-Lado.com.