



Make newcomers your new clients and keep the loyalty of long time residents...

Make them choose your product or service instead of that of your competition

Advertise in

El Paracaidist

la guía del recién llegado y de todos



Make your product or service be a part of the newcomers' adaptation process and reach them even before they arrive into South Florida. While you stay tuned with residents and citizens who have been here for the longest time.

EIParacaidista.com: the newcomer and everybody's guide

What is it? A monthly Spanish-written online publication founded in 2001, which offers aculturation orientation information useful for Spanish-speaking newcomers, long time residents, and citizens of Latin American origin. It's a complete guide on "how to do" things, and a sort of X ray of the life's system in South Florida (and the United States in general) to help Hispanics face their settling process successfully, and their day to day matters while they progress. Its housing-transportation, education, immigration, health, work-money, leisure time, vital guide, citizen power, and calendar of events sections offer original contents with deep journalistic research, written with an entertaining easy-to-read style that makes them effortless to understand for readers of all ages and educational levels.

Mission: To guide and expedite the adaptation process of anyone who wishes to make of South Florida and the United States a permanent or temporary place of residence, and to attain this goal with success. Also, it aims to facilitate the progress of permanent residents and citizens in this country. A complete tool kit for positive acculturation.

EIParacaidista.com is a complete website

It offers readers a rich archive of articles that accumulate through time. These useful articles have become a truthful library of resources of the highest editorial quality.

People trust and recommend **El Paracaidista** to family, friends, and colleagues.

El Paracaidista
is a resourceful
orientation guide

Key data:

- **Over 50,000 readers** connect and visit the website every month in the United States, Latin America and Europe.
- **More than 60% connect from the** United States, followed by Mexico, Spain, Venezuela, Colombia, Argentina, Puerto Rico, Peru, Dominican Republic, Chile, Ecuador, Guatemala, among others. Florida Leads in the U.S. with 66% of visits followed by California, Texas, New York, Georgia, New Jersey, and Illinois, etc.





Key data:

- **90%** of readers are graduated professionals.
- **10%** has technical and vocational education, or unfinished studies.
- **95%** has a high school diploma.
- **38%** has its own business.
- **35%** is bilingual Spanish-English.
- **52%** of the readers have been in the U.S. between 1 month and 3 years.
- **48%** has been in the U.S. 3 to 25 years.
- **15%** is between 60 and 65 years old.
- **45%** is between 40 and 59 years old.
- **25%** is between 25 and 39 years old.
- **15%** is between 18 and 24 years old.
- **95%** has Internet access at home.
- **98%** has a cell phone.
- **56%** of the readers are female.
- **44%** of the readers are male.
- **15%** has a household income between \$75,000 and \$110,000
- **49%** has a household income between \$45,000 and \$74,000.
- **20%** has a household income between \$25,000 and \$44,000
- **16%** has a household income between \$12,000 and \$24,000

Target: South Florida Spanish-speaking newcomers who arrive with the purpose of establishing permanent or temporary residency in this region, whether they are here for family, study, work, business, entertainment or health reasons. Also long time residents and citizens who find in **El Paracaidista** a complete orientation guide to support them in their daily progress. This online version is available for people inquiring information from out of state or overseas to help them make the necessary logistic and economical decisions before arriving into South Florida. It is a vital online resource center consulted by established residents in South Florida, the U.S., Latin America, and Europe.

Reaching out to readers from a vast universe with a unique goal: progress in the United States

Reader profile: Spanish-speakers between the ages of **18 and 65** (classes A B C, predominantly B): graduate and undergraduate students, professionals, with technical degrees or vocational education, high school graduates, small business owners, and entrepreneurs.

Target Market: It is calculated that approximately 100,000 to 350,000 Latin American people arrive into South Florida annually to stay for good. The monthly amount is estimated to be around 12,000 Latin Americans who arrive into South Florida from overseas and other states of the U.S. **Readers country of origin are:** Argentina, Chile, Central America, Colombia, Cuba, Dominican Republic, Ecuador, Honduras, Mexico, Peru, Spain, Nicaragua, Uruguay, and Venezuela.

Online Rates

Rotating in main portal, six sections,
all articles, and archive pages
Rotating in six sections, articles, archive pages
Rotating in all articles, and archive pages
Fixed in Main Portal
Fixed in Main Portal
Fixed in Main Portal
Fixed in one Section
Fixed in Articles (of a section)
Fixed in Articles (of a section)
Fixed in Articles (of a section)
Fixed in Articles (of a section)

Banner size (wide x high)

468 x 60 pixels
468 x 60 pixels
468 x 60 pixels
728 x 90 (Leaderboard)
120 x 240 (Upbutton)
120 x 60 (Button)
728 x 90 (Leaderboard)
160 x 600 (Wide Skyscraper)
300 x 250 (Medium Rectangle)
120 x 240 (Upbutton)
120 x 60 (Button)
728 x 90 (Leaderboard)
160 x 600 (Wide Skyscraper)
120 x 240 (Upbutton)
120 x 60 (Button)

Monthly Rate

\$300
\$220
\$120
\$600
\$300
\$100
\$450
\$400
\$250
\$200
\$75
\$350
\$300
\$100
\$50

Design Fee

\$25
\$25
\$25
\$25
\$25
\$25
\$25
\$25
\$25
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\$25
\$25
\$25
\$25
\$25

*3 months 5% discount, 6 months 10% discount, 12 months 15% discount. **These are net rates.**

All newcomers will have to
choose between products
and services available
in the market.
Long time residents
continue choosing...

Have them choose yours!

Advertise in

El Paracaidista  **A**[®]
la guía del recién llegado y de todos

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Photography: Henry Romero

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728 x 90 (Leaderboard) approx. size shown



300 x 250 (Medium Rectangle) approx. size shown



160 x 600 (Wide Skyscraper) approx. size shown



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