



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

Make them choose your product and services!

Advertise in

**El Paracaidista**  <sup>®</sup>  
la guía del recién llegado y de todos en EEUU  
[www.elparacaidista.com](http://www.elparacaidista.com)

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 who are here for the longest time.

### **EIParacaidista.com:** the newcomer's guide

**What is it?** An online monthly publication targeting Hispanic immigrants in the United States, with emphasis in South Florida, which offers orientation information useful for Spanish-speaking newcomers and long time residents. It presents application procedures for a vast array of situations, services available for the community (government and private sectors), active legislations, etc. 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, citizen power, offer original contents with deep journalistic research, and these are 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 in general a permanent or temporary place of residence and to attain this goal with success. Also, it aims to facilitate the progress of permanent residents of the area.

**EIParacaidista.com** has a rich archive of articles that accumulate through time. These articles are updated constantly to offer useful and adequate information, and have become a truthful library of resources of the highest editorial quality.

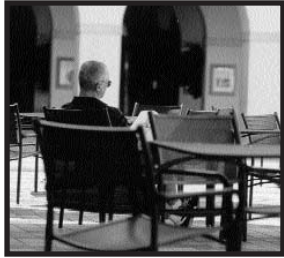
**EI Paracaidista** was also a printed publication from 2001 to 2012 when it became 100 % online.

### **EI Paracaidista** is a collectable orientation guide

**Key data:**

- **More than 25,000** users connect to the website every month in the U.S., Latin America, and Europe.



**Key data:**

- **85%** of readers are graduated professionals.
- **15%** has technical and vocational education, or unfinished studies.
- **95%** has a high school diploma.
- **35%** has its own business.
- **40%** is bilingual Spanish-English.
- **55%** of the readers have been in the U.S. between 1 month and 3 years.
- **45%** has been in the U.S. between 3 to 25 years.
- **95%** has own Internet access.

**Readers main nationalities or countries of origin are:**

Argentina, Chile, Colombia, Cuba, Dominican Republic, Ecuador, Honduras, Mexico, Peru, Spain, Nicaragua, Uruguay, and Venezuela.

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

**Circulation:** online with an estimate of over 1,000 page views per day. Between 20,000 and 30,000 readers connect to **EIParacaidista.com** every month.

**Reader profile:** Spanish-speakers between the ages of 18 and 65 (classes A B C, predominantly B). Amongst the target readers there are graduate (Ph.D, Masters) and undergraduate (Bachelor's and Associate degrees), students, professionals, and people with technical degrees or vocational education, high school graduates, small business owners, and entrepreneurs.

**Target Market:** It is calculated that approximately 150,000 to 300,000 Latin American people arrive into South Florida annually to stay for good. The monthly amount is estimated to be 15,000 Latin Americans who arrive into South Florida from overseas and other states of the U.S.

## Online Monthly Rates

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<b>Banner Sizes (wide x high)</b>	<b>Main Portal Rates</b>	<b>Section Rates (1 section)</b>	<b>Articles Rates (1 section)</b>	<b>Design Fee</b>
728 x 90 (Leaderboard)	\$300	\$250	\$200	\$55
160 x 600 (Wide Skyscraper)	----	\$200	\$180	\$55
300 x 250 (Medium Rectangle)	\$180	\$150	\$120	\$45
468 x 60 (Horizontal banner)	----	\$100	\$80	\$45
120 x 240 (Upbutton)	\$100	\$80	\$70	\$45
120 x 60 (Button)	\$70	\$60	\$40	\$35

\*3 months 5% discount, 6 months 10% discount, 12 months 15% discount.  
These are net rates. All advertising in paid in advance before publication.

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**Format:** full color  
Website.

**Deadline:** artwork  
will be received any-  
time of the month with  
publication within 5  
business days of  
receival.

**Publication Date:**  
It is available to the  
public on the first day  
of each month.

**Periodicity:**  
Monthly.

**Send your artwork:**  
in JPG, 72 DPI resolution, via  
email to:  
publicidad@elparacaidista.com.

**To reserve your  
space call:**  
786-553-4008.

# Banner samples



728 x 90 (Leaderboard)

160 x 600 (Wide Skyscraper)



300 x 250 (Medium Rectangle)



120 x 240 (Upbutton)



468 x 60 (Horizontal banner)



120 x 60 (Button)

Banners displayed are not actual sizes. Connect to EIParacaidista.com to see actual sizes.

## Main portal sample

Example of the three different levels of Ad banners positioning. These are not actual sizes, but samples to illustrate the look of banners in **EIParacaidista.com**.

**Leaderboards** (728 x 90) are the biggest ones horizontal on top of Main portal, Sections, and on top and bottom of Articles. **Wideskyscrapers** (160 x 600) are the biggest ones vertical available on the right side in Section and Article levels. **Medium rectangles** (300 x 250) are the big rectangles in Main portal, Sections, and Articles in the middle of the content. **Horizontal banners** (468 x 60) are the smaller horizontal ones available on top and bottom for Section

and Article levels. **Upbutton** (120 x 240) are smaller vertical ones on left and right side of Main portal, and left sides of Sections and Articles, while **Buttons** (120 x 60) are the smallest ones in the same positions.

Please connect online to see real screen size and banners.

## Section sample

## Levels of Ads positioning

## Article sample

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

**Have them choose yours!**

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1745 Biarritz Dr. Miami Beach, FL 33141  
786-553-4008

[publicidad@elparacaidista.com](mailto:publicidad@elparacaidista.com) [www.elparacaidista.com](http://www.elparacaidista.com)

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Photography: Henry Romero

**Key Data:**

● **Yahoo! en Español** awarded **www.elparacaidista.com** the Worldwide Prize "Best Website in Spanish" in 2003 for its excellent journalistic articles, high traffic volume, and quality of design.

● **The Miami New Times** awarded **El Paracaidista** the Prize "The Best of Miami" in "Best Resource for Recent Arrivals" category in 2002.

● **El Paracaidista** was awarded two National Association of Hispanic Publications' José Martí Publishing Awards in March 2009 as "Best Newsprint Magazine," and "Best Article in the category of Community /Health Service."

● **El Paracaidista** has directly and indirectly helped to improve the quality of life of over 50,000 Hispanic people in the United States through seminars, telephonic consultations, and by answering to their questions via email.

● **El Paracaidista** is a publication that targets readers of all nationalities, without distinction of countries of origin, with information useful to resolve any circumstances people might be passing through.