



La Costa Latina

Published by
Latino Media Gulf Coast, Inc.
P.O. Box 284
Pensacola, FL 32591-0284

Circulating more than
7,000 copies distributed in
nearly 70 locations
between Foley, AL and Fort
Walton Beach, FL
mostly in Pensacola, FL

(850) 494-7899

Our Mission:

To cultivate, strengthen and celebrate the achievements and contributions of the Latino community and its varied cultures, and to bridge the cultural, business and communication gap between the Spanish-speaking market and the communities in which they live.

ADVERTISE WITH US!

La Costa Latina is read on **WSRE-TV's** SAP channel every Saturday at 2 p.m.



There are nearly 60 La Costa Latina newspaper racks in Northwest Florida and Southwest Alabama



La Costa Latina is also on the web at **www.LaCostaLatina.com**

Latino Media Gulf Coast Inc. is owned and operated by Latinos.

La Costa Latina is a Spanish/English publication that features local news, jobs, classifieds, trade, sports, entertainment, events, education and even games and puzzles.



Since 2005, the staff at Latino Media Gulf Coast, Inc. has been publishing in the Gulf Coast as a means to provide Spanish-speaking members of the gulf coast community with information and news that they would not otherwise get from other local media sources.

Latino Media

Gulf Coast, Inc.



La Costa Latina is a full-length broadsheet publication



Classified Advertising

ADVERTISE WITH US!

As the business community continues to develop along Florida's Gulf Coast, the number of Latino and Spanish-speaking citizens continues to increase as well. That creates a market of individuals and families who are not receiving news from mainstream television and newspaper sources.

Games and Puzzles

La
Costa Latina
www.LaCostaLatina.com

Deadlines

The deadline for our monthly publication is the 20th of each month. You can submit your ad in PDF, TIFF, & JPEG formats.

Have questions?

(850) 494-7899

info@latinomediainc.com

Advertising space from \$8.20/col.in.

Submit your ad to:
News@LatinoMediaInc.com

or

**PO Box 284,
Pensacola, FL 32591-0284**

La Costa Latina is your link to the Latino community

Latino Media Gulf Coast now offers translation services for businesses' brochures, websites, etc. Translation and interpretation services are \$40 per hour with a one hour minimum.

All artwork, and translations for ads are FREE of charge

Latino Media Gulf Coast, Inc. is a member of

AdFed

Pensacola Bay Area Advertising Federation



and





Look for our newspaper racks at area Latino stores, Mexican restaurants and other selected stores

Like its readers, La Costa Latina is a vital part of the community of the Gulf Coast.

About the Owner/Editor:

Grace Resendez McCaffery

was born and raised in El Paso, TX. A resident of Pensacola since 1993, McCaffery earned her



BA in Communications with a specialization in Public Relations from the University of West Florida.

After Hurricane Ivan struck the Gulf Coast, McCaffery founded the Language Bank of Northwest Florida, recruiting nearly 100 volunteer interpreters of about 25 different languages. With Spanish speakers in high demand, McCaffery established an informational publication to bridge the communication gap on the Gulf Coast.

McCaffery has formerly served the Gulf Coast community as the Public Relations Director of the American Red Cross of Northwest Florida and the Director of Development and Public Relations for Independence for the Blind of West Florida.



Ballet Folklorico de Mexico performs at Pensacola Junior College

Cinco de Mayo Festival



... and we are there for important events!



La Costa Latina joins the Pensacola Bay Area Chamber of Commerce

US Postal Service Hispanic Heritage Month Celebration



Immigrants march in Downtown Pensacola

Facts about the Latino Community

According to the Selig Center . . .

Latino-owned businesses continue to be the largest category of minority-owned firms in America. The number of Hispanic-owned businesses grew by 31% between 1997 and 2002, triple the 10 % rate of growth for all U.S. businesses.

Latinos surpassed blacks as the nation's largest minority group five years ago, based on population counts. But, in terms of spending power, 2007 will mark the first year that Hispanics control more disposable personal income than any other U.S. minority group.

Even before the creation of La Costa Latina, the publishers have been very involved with the Latino community participating and/or leading in events and services that help to stabilize a stronger and more diverse local Latino community.



Hosted by Latino Media, Expo Latino is an opportunity for businesses to speak one-on-one with the Latino market to introduce services, products and job availabilities. The event is held annually in Pensacola. For more information, please go to www.LatinoMediaInc.com



Food, Live Music & Performances, Kids Activities & Information about Jobs, Services and Businesses are all part of



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**La Costa Latina is your link to the Latino community.
 Let us help your business make the connection!**

Call us today **(850) 494-7899**
 or **info@latinomediainc.com**

