

## These People Advertise in *La Voz*

1. City, State and Federal programs who realize that *La Voz* is an effective method to promote affirmative action programs.
2. The City of Lubbock. The City uses the advertising services of *La Voz* to reach the Chicano community when public notices must be made public and also to advertise job vacancies.
3. Texas Tech University. The University uses the advertising services to advertise job vacancies, realizing the vast amount of employees that can be reached through *La Voz*.
4. Political Candidates:
  - South Plains Democratic Council to advertise rally with George Mahon, Lloyd Bentsen, Elm Tarbox, and Kent Hance.
  - Governor Dolph Briscoe to advertise in his re-election bid for re-election.
  - Senator Kent Hance during his campaign election.
  - School Board candidates.
  - City Council candidates.
  - County Commissioner candidates.
5. Banks who are realizing the potential of the Chicano community for new checking accounts and savings accounts.
6. Chicano businesses who realize the effectiveness of a bilingual newspaper in their own community.

**LA VOZ**  
P. O. Box 5913  
Lubbock, Texas 79417  
Phone (806) 763-5869

# LA VOZ

BIG  
LUBBOCK

**VOL TRES**

VIERNES DIA 28 DE MARZO,

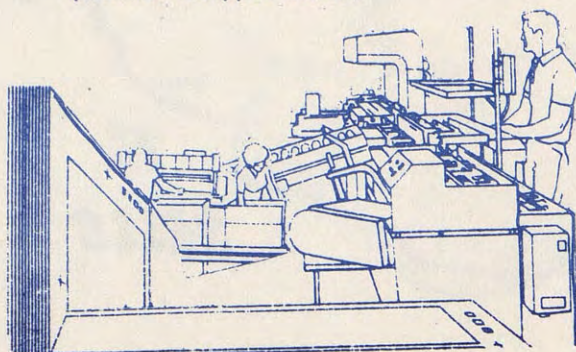


**IT  
SELLS !**



## Why Should Your Firm Advertise in *La Voz*?

1. *La Voz* is the only written bi-lingual mass media in West Texas.
2. *La Voz* is an established weekly newspaper which is read by professionals, businessmen, and the everyday layman.
3. *La Voz* is distributed in Lubbock, Levelland, Slaton, Hereford, Muleshoe and Plainview; with plans to expand to all major towns in West Texas.
3. *La Voz* has the potential to reach approximately 100,000 Chicanos living in Lubbock and the South Plains.
5. Advertising bilingually will give your company the added advantage of identifying with a potential untapped market.



## Why *La Voz* Over Other Media to Reach the Chicano Populus?

### *Avalanche-Journal:*

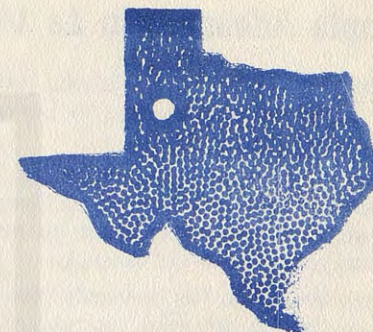
*La Voz* serves a population completely separate from the A-J. Good news are rarely published about Chicanos in the A-J. Nothing beyond a few words are published bilingually. No Chicanos work with the A-J to provide community input.

### KLFB:

This station transmits during daylight hours only when most Chicanos are working. Advertisements must be repeated at least 10 or more times per day in order to be effective. KLFB is not minority owned and has recently developed problems with Chicano organizations.

### Television - KMCC, KLBK, KCBD:

Special Chicano TV programs, although well liked, do not provide enough exposure to advertisers because of short programs. If more than one advertisement is bought in a one hour time slot, effectiveness is lost. Budgets allowed for Chicano programs do not provide for professionally made commercials which prove to be most effective.



## Vital Statistics

Circulation - 3,000 printed!

It is a well known fact that newspapers are very often read by more than one person. It is estimated that on the average 5 people read 1 newspaper making a total circulation of 15,000.

*La Voz* is distributed through the Chicano churches in Lubbock and also is distributed through Chicano and Chicano frequented businesses.

## Rates

\$1.50 per column inch.

Discounts of up to 25% are given to advertisers who sign a contract to run ads for 6 consecutive months or more.

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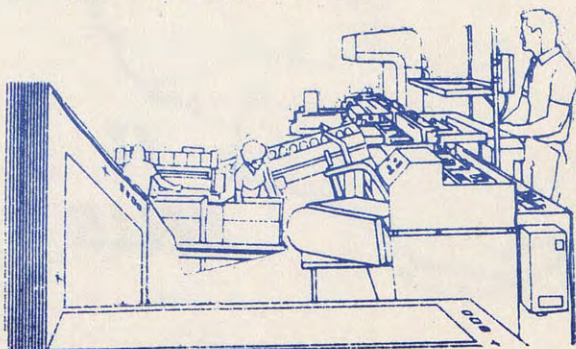


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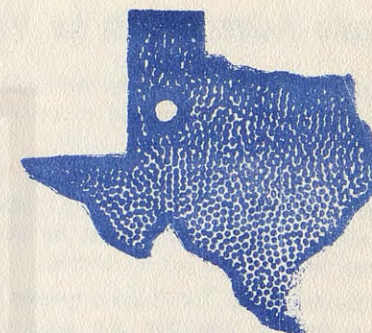
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# LA VOZ DE TEXAS

P. O. Box 5913 Lubbock, Texas

"EL RESPETO AL DERECHO AJENO  
ES LA PAZ"

Lic. Benito Juarez

806-763-5869

Attention Advertisers and Advertising Agencies

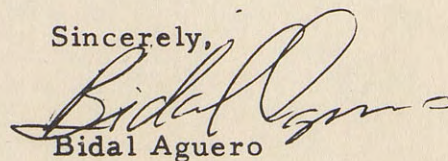
La Voz de Texas is proud to announce the publishing of a special edition to commemorate Mexican Independence Days on Sept. 14, 15, and 16. As is done every year, fiestas are celebrated throughout West Texas with two large fiestas taking place here in Lubbock. Many organizations and churches participate yearly in these events.

La Voz will vary from its normal format and publish a tabloid size newspaper that will better afford the public to keep the collector's edition for years to come. The multicolored edition will include programs and agendas of festivities throughout West Texas. 10,000 papers will be printed and distributed throughout West Texas.

Rates will be the same for the special edition as in regular editions (\$1.50 per column inch). Color is available to be priced on an individual basis. Advertising must be received by no later than September 3. Enclosed is a brochure telling you about our newspaper if you are not already aware of it. Our salesperson will be calling on you in the next few days to arrange your participation in our special edition or you can make an appointment for us to visit you at your convenience by calling 763-5869.

Thank you for your cooperation and we hope to hear from you or see you soon.

Sincerely,



Bidal Aguero  
Editor-Publisher