

TUBOSTON.COM

PROFILE

TuBoston.com



HIGHLIGHTS

- The only local bilingual Hispanic-targeted internet portal
- 50,000 monthly visitors
- Home to El Planeta Newspaper and Health and Family Magazine online editions

DEMOGRAPHICS

GENDER

Men: 50%

Women: 50%

AGE

18-34: 32%

35-49: 38%

ETHNICITY

Hispanic: 57%

Caucasian: 34%

African American: 5%

Asian: 3%

Other: 1%

INCOME

\$30,000 - \$59,999: 30%

\$60,000 - \$100,000: 37%

EDUCATION

College Students: 31%

Graduate Students: 13%

SOURCE: QUANTCAST

SPECS

ONLINE AD UNITS:

Leaderboard: 728x90

Box Unit: 300x250

Skyscraper: 160x600

Horizontal Banner: 468x60

TUBOSTON.COM

RATE CARD

Tu Boston
 W03-

The screenshot shows the Tu Boston website interface with several advertising spots highlighted by arrows:

- LEADERBOARD:** A large blue banner at the top of the page.
- BANNERS:** A red banner with social media icons (Facebook, Twitter) and a headline about violence in Boston.
- BOX UNIT:** A large blue rectangular area on the right side of the page.
- FLYERBOARD:** A section titled 'Flyerboard' with various flyer advertisements.
- SKYSCRAPER:** A tall, narrow blue vertical banner on the right side.
- BUTTON:** A blue button with the text 'All Latino' and a globe icon.

LEADERBOARD

(728x90)
\$25 CPM

BANNERS

(468x60)
\$12 CPM

BOX UNIT

(300x250)
\$16 CPM

SKYSCRAPER

(160x600)
\$14 CPM

BUTTON

(200x60)
\$7 CPM

HISPANIC MARKET E-BLASTS- Reach 4,000 members of El Planeta list for just \$300 per E-Blast released!