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month to Pensacola,  
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Robertsdale, Gulf  
Shores, Crestview,  
DeFuniak Springs,  
Freeport, Santa Rosa  
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Beach, Navarre, Gulf  
Breeze, Milton, and Pace

Periodico

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

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

**(850) 494-7899**

**[www.LaCostaLatina.com](http://www.LaCostaLatina.com)**



**LatinoMedia**



**@LatinoMediaInc**

There are more than 120  
La Costa Latina newspaper  
distribution locations in  
Northwest Florida and  
Southern Alabama



## 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.

## Since **2005**

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.

Periódico  
La

**Costa Latina**  
Newspaper





Palafox Street at Government St. in Downtown Pensacola was transformed to celebrate Cinco de Mayo 2015

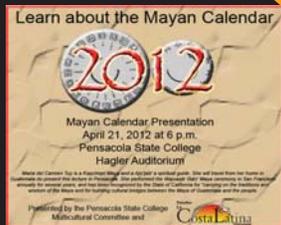
# About Our EVENTS



What started out as Expo Latino in 2005 to provide a venue for businesses to reach the Latino market face-to-face has turned into the **Latino Festival**. The event still provides an opportunity for vendors to meet Spanish-speakers, but has grown into an enertaining event featuring local and international Latino artists that attract visitors from miles around. The **Cinco de Mayo Festival** is a new event that offers our community an authentic celebration of Mexican traditions. Both events are family friendly and average about 5,000 people per day.



## SOME OTHER EVENTS we have hosted



Visitors from around the world have visited with La Costa Latina via the Gulf Coast Diplomacy Council to learn about our creatively bi-lingual newspaper, cultural events, and community educations and involvement. The students in this photo are from Peru and Bolivia, many have become long-time friends who keep in touch with La Costa Latina online.



## SOME OTHER EVENTS we sponsor or have sponsored



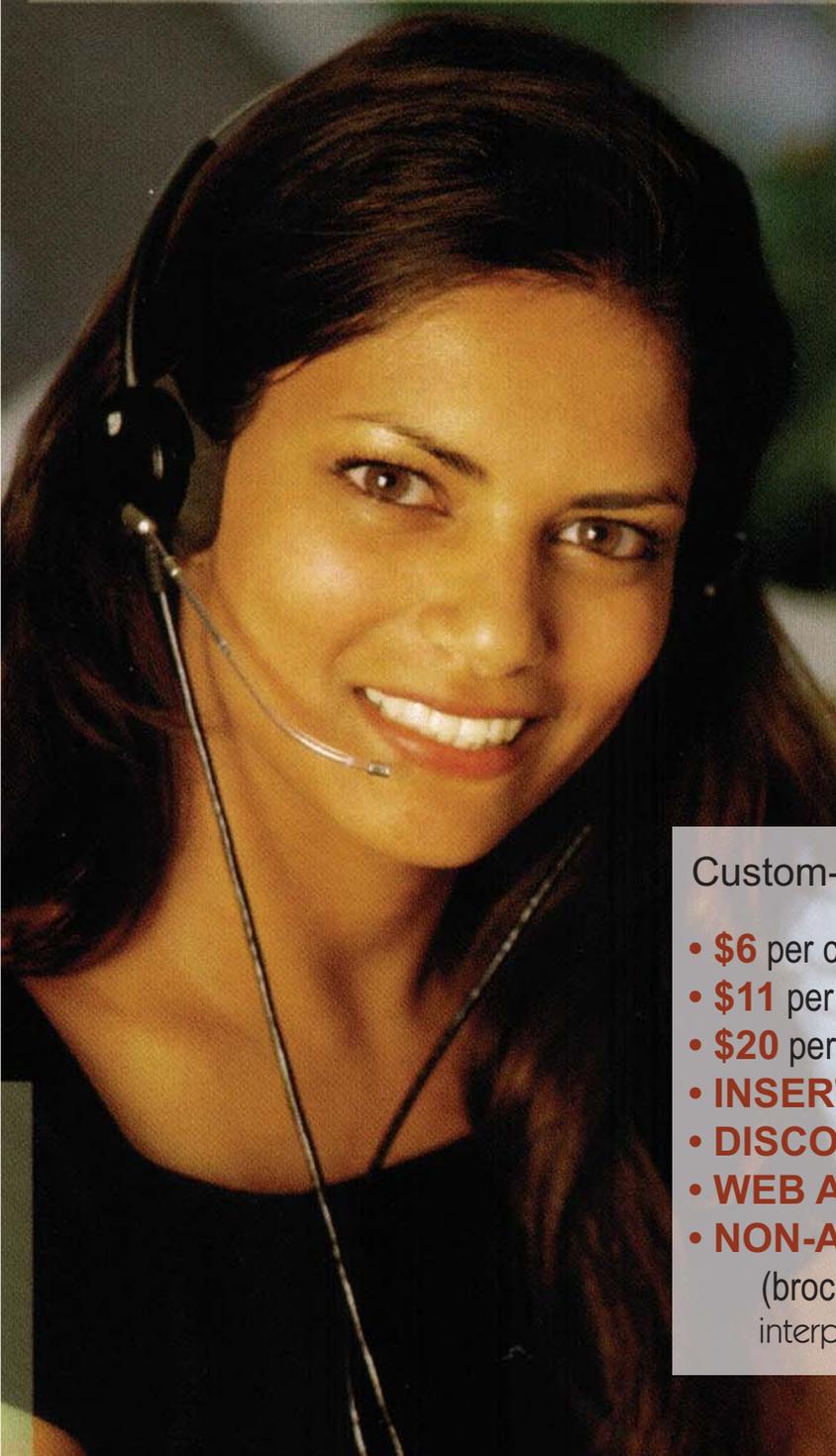
Consulado Movil de Mexico  
Viene a Pensacola  
el 16-17 de noviembre



Llama para hacer tu cita  
1-877-639-4835

Woodland Heights Community Center  
111 Berkley Drive  
Pensacola, FL 32503

# Spec Sheet



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- **NON-AD TRANSLATION SERVICES:** \$40/hr.  
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Ad sizes					
One Column	Two Columns	Three Columns	Four Columns	Five Columns	Six Columns
1.5278"	3.2222"	4.9167"	6.6111"	8.3056"	10"
Full Page Length = 20"					

Web Ad: Cube = 156 x 156 pix.      Web Ad: Banner = 800 x 75 pix.

Quarter Page 30 col. inches	Biz Card 4 col. inches	6 col. inches 4 column inches
	7.5 column inches	
Half Page 60 col. inches	Eighth Page 15 col. inches	4 columns wide x 5" tall = 20 column inches
	Quarter Page 30 col. inches	

# 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 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 Communications Specialists for the Escambia County Board of County Commissioners, 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. She served on several boards including the United Way of Escambia County and the board of trustees for the Community Maritime Park Associates (CMPA).



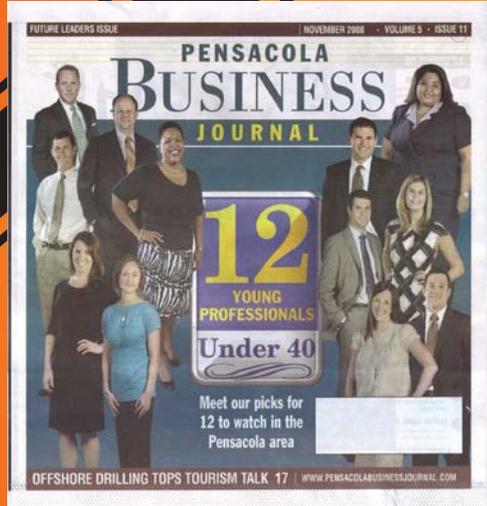
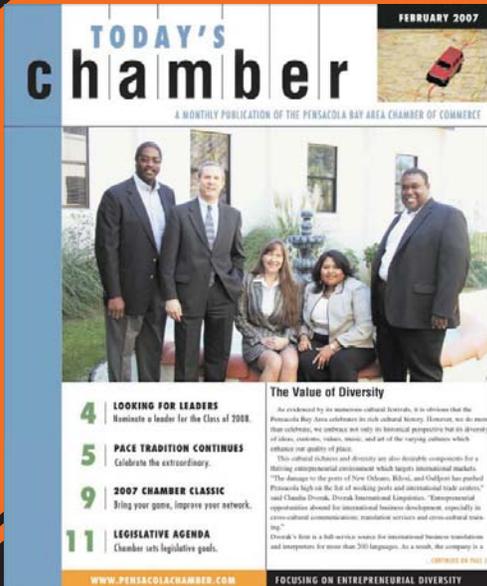
Outstanding professionalism and **COMMUNICATION** matched with bright ideas.

Meet Grace McCaffery  
UWF Alumna, B.A. Communication Arts, '02

Serving as president of Latina Media Gulf Coast and communications specialist for the Escambia County Board of Commissioners, Grace McCaffery is helping light Northwest Florida's future. By fostering communication and education among Hispanic communities, McCaffery is striving to spotlight the richness of diversity and illuminating our region's rich cultural landscape.

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Pensacola Mayor Ashton Hayward & Consul of Mexico of Orlando Efrén Leyva



Abraham and AB Quintanilla



Los Tigres del Norte