

Dear \_\_\_\_\_ :

Today, La Comunidad News, Madison's only Latino newspaper, celebrates 20 years as a staple of the Madison community. To celebrate, we are launching our innovative new website, [Lacomunidadnews.com](http://Lacomunidadnews.com) and giving you a greater opportunity to reach the Latino market.

Not only are we continuing to offer you great service with our biweekly print ads, but now you can also increase exposure through investing in our website tile and banner ads. These ads will make approximately 50,000 impressions. That's 10 times more than the number of papers we print!

[Lacomunidadnews.com](http://Lacomunidadnews.com) is ahead of the times in niche journalism. Offering multimedia and interactivity, including blogs, videos and community calendars along with hard-breaking and investigative news, local and national sports news and news about Latino countries, we draw in users and keep them coming back to our site. We are the only multicultural newspaper in Madison that offers this kind of a high-tech, digital journalism portal.

We also wanted to let you know that on Oct. 17, we will be launching La Comunidad News with a tango event, including a performance, workshop and party at the Overture Center. A flyer is attached with additional details.

We hope you will consider advertising with us and investing in the Latino community. A media kit is attached for advertising rates and sizes, as well as special packages and discounts. Please call us at 255-2805 or e-mail us at [lcnads@gmail.com](mailto:lcnads@gmail.com) if you have any questions.

Sincerely,

Ellen