

# Todo *y algo mas*

**Your Spanish Language Magazine  
Buy • Sell • Inform**

Media Kit 2007



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Hi,  
I'm Avi Liebowitz and I'm the Editor and President of Todo y algo mas. I would like to take a moment to introduce myself and our staff.

I first came to the Coachella Valley in 1989. Since then I have worked in the local news industry as a director and graphics artist for English, as well as Spanish, live news broadcasts. I have also enjoyed working and teaching at local public schools.

The Todo y algo mas team is made up of long time desert residents whose families live here year round. Because our staff lives here, as well as works here, we are better able to cater to the unique socio-economical needs of our local businesses and residents; especially those of the growing Spanish speaking population.

I look forward to working with you and your businesses to find an advertising strategy that suits your needs. Don't forget, for all your Spanish language advertising needs -- Todo y algo mas.

Best Regards,  
Avi J Liebowitz

#### About Us:

- Todo y algo mas features information of local interest such as Quicineras, community events, and classifieds. Todo y algo mas also provides entertainment such as jokes, interesting facts, gardening tips, and much more.
- Published in Spanish: the preferred language of the growing Hispanic community.
- Free monthly publication with an estimated readership of 40,000 per edition (based on copies printed).
- Targeted distribution network includes local businesses, as well as hand distribution in areas such as street fairs and densely populated neighborhoods by distributors who live locally and know "their" cities.
- Advertising with Todo y algo mas is easy. Our talented staff can create custom logos, coupons, ads, and even translate your advertisement to your satisfaction.

## RACIAL COMPOSITION



A richly diverse racial composition is one of the Coachella Valley's greatest resources. Like most of Southern California, the Coachella Valley has a well-established, yet growing, Hispanic population.

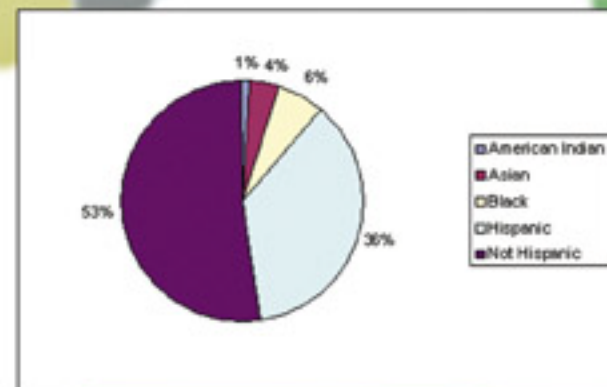
Race	Number	Percent
White	166,634	44.70%
Hispanic	186,222	49.90%
Black/ African American	6536	1.80%
Asian/Pacific Islander	7697	2.10%
American Indian and Eskimo	1505	0.40%
Other	266	0.10%
Two or more races	4240	1.10%

Source: Claritas 2004

	1990 Number	Percent of Population	2000 Number	Percent of Population	Percent Change
Total population	230,547	100.00%	318,125	100.00%	37.99%
White	129,469	56.16%	152,899	47.81%	17.48%
Hispanic	88,864	38.54%	147,750	46.44%	66.27%
Black/ African American	4643	2.01%	6244	1.96%	34.48%
Asian/Pacific Islander	3817	1.66%	6542	2.06%	71.39%
American Indian and Eskimo	1501	0.65%	1484	0.47%	-1.13%
Other	340	0.15%	281	0.09%	-17.35%
Two or more races	2306	1.00%	3725	1.17%	61.54%

Source: Claritas 2004

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www.cvep.com




Courtesy: Coachella Valley Association of Governments  
www.cvas.org


Todo y algo mas not only provides great advertising opportunities, we also provide a great variety of entertainment and information. Some examples are below.

(Note: Shown in Translation)

Sab a Usted Que



### Did You Know?

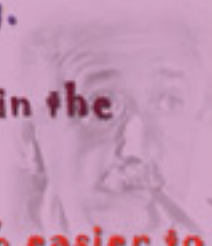


**A pig's orgasm lasts for 30 minutes.**

**The mouth produces 1 LITER of saliva every day.**

**There are 92 known cases of nuclear bombs lost at sea.**

**The average person will spend about 25 years sleeping.**



**Children grow faster in the springtime.**

**Hair & nails are about 70% easier to cut when soaked in warm water for a couple of minutes?**

Sab a Usted Que

Chistes

## Jokes

What do you call a woman who knows where her husband is at night?  
A widow.

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How is a woman like a computer?  
In three months it's time to upgrade.

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The Devils arrive in heaven to play a friendly game of soccer against the Angels. The following is a conversation between two angels . . .


"They are going to lose, we have better players."

"Yes, but who has all the referees?"



### In The Garden

**Iron Deficiency:**  
Iron chlorosis - interveinal chlorosis of the youngest leaves. Leaves become yellow, cream colored, or white. Usually caused by reduced availability of iron in high pH soil.




**Treatment:**  
Chelate, Iron with an acidifier to lower soil pH.

**Manganese Deficiency (Frizzle Top):**  
Manganese (Mn) deficiency is most common in queen palms. It manifests itself as deformed growth on the emerging fronds. The new growth will appear stunted, crinkled and curled at the tips. If not promptly treated, Mn deficiency is often fatal to the palm.



**Treatment:**  
Fertilizer spikes with high Manganese.



## Notes:

- The closing date for new contracts is the 10th of the month.
- The closing date for proof approval is the 20th of the month.
- For cancellations or for any other questions please call (760) 904-6453.
- Rates are as follows:

Full Page: \$300

¼ Page: \$100

2 Page Spread: \$550

½ Page: \$180

¾ Page: \$280

Front Cover: \$375

Back Cover: \$360

Inside Covers: \$330

Rates shown are for one month of publication (*ask about our special offers and discounts*). With a purchase, Todo y algo mas will also post your ad on our website "todoyalgomas.com," for free!

Rates are subject to change without notice. Digital proof via the internet included in price. Printed proof, photography, and custom logo work is an additional fee.

## Types of Ads

**Full Page**

**5.5 x 8.5**

**2 Page Spread**

**11 x 8.5**

**3/4**

**5.5 x 6.375**

**1/2**

**5.5 x 4.25**

**Due to bleed and trim specifications, and to allow the page to creep; sizes are approximate.**

**1/4**

**5.5 x 2.125**