

The only Hispanic media source in Northern Arizona for local news, local events

AmigosNAZ

Bringing cultures together by sharing information

To advertise, call 928-814-8185 or send an email to fmoraga@me.com

A better way to reach your local Hispanic target audience

The screenshot shows the AmigosNAZ website interface. At the top, there's a navigation bar with links like 'Home', 'Submit Your News', 'NAZ Regional Events', 'Statewide/Southwest Events', and 'Public Service Announcements'. Below this, there are several featured articles and advertisements. One prominent article is titled 'District 2 Supervisor Liz Archuleta - Pepsi presents: Kid's Virtual Summer Camp' with a 'PEPSI PRESENTS: KID'S VIRTUAL SUMMER CAMP' graphic. Another article is 'Sedona Arts Center - Check out these Online Classes and Workshops Now Available!'. There are also social media sharing options and a subscription form for the weekly e-newsletter.

Regularly Updated
Hispanic Community Website

With a regularly updated website of local news and virtual events, a targeted e-newsletter – both with clickable advertising links – we offer the perfect opportunity for you to reach this growing and vibrant target audience in Northern Arizona – ALL FOR ONE LOW PRICE

During 2020, our AmigosNAZ.com website reported a total of 903,208 hits, making it a key source for local news and events for and about Hispanics in Northern Arizona.

Our Hispanic audience spends more on technology, clothing, baby products and hair care than the average household. As a locally-based media company, we are here to support you with marketing strategies to help you increase the sales of your products or services to reach this brand-loyal, growing and tech-savvy audience here in Northern Arizona.

Your advertisement will be seen on a Hispanic community information website targeting this growing demographic, especially the highly sought and upwardly mobile 18- to- 34-year-old market.

Affordable Monthly Rates

Banner advertisement • \$200
Rectangle advertisement • \$50
Ask about multi-month specials
*Camera-ready only

The screenshot shows an e-newsletter layout. At the top, it says 'For advertising, information, call 928-814-8185' and 'fmoraga@amigosnaz.com'. Below is the AmigosNAZ logo and a large banner for 'REGISTER FOR SUMMER & FALL' with the URL 'coconino.edu'. There's also a 'LOCAL FIRST ARIZONA' logo with the slogan 'THINK LOCAL. BUY LOCAL. BE LOCAL.'. A section titled 'RECENT LOCAL POSTS' includes a reminder about submission deadlines and a photo of a parade float with the caption 'Flagstaff Nuestras Raíces wins big at CCC's virtual 2020 4th of July Parade'. Below the photo is a detailed caption about the parade float and the organization's participation in the event.

Weekly
e-newsletter

Local market information

The Hispanic population in Northern Arizona has grown substantially since 1541 when members of the Francisco Vásquez de Coronado expedition became the first Europeans to see the Grand Canyon.
>The Hispanic population in the region encompassing Flagstaff, the Grand

Canyon, Williams and Sedona, offering advertisers a growing and attractive market for their products and services.
> According to the U.S. Census QuickFacts: Hispanics made up an estimated 14.3 percent of Coconino County's population in 2019, up from about 11 percent in 2000.
> In Flagstaff, Hispanics comprised an estimated 19 percent of the population

in 2019, up from 18.4 percent in 2010 and 16 percent 2000.
> In Flagstaff, Hispanics in public schools have increased from 11.6 percent in 1999-2000 to 15.5 percent in 2010-11. (Source: National Center for Education Statistics)
> In Flagstaff, 16 percent of Hispanic females and 14 percent of Hispanic males had BA degrees. (Source: U.S. Census)