

# AGENDA Magazine

*The premier magazine on Latino issues, people, and events presented by the National Council of La Raza (NCLR)*



## Advertise in *Agenda* because of who we reach...

*Agenda* magazine is distributed to more than 20,000 people throughout the country who have a vested interest in the growth and development of America's Hispanic community.

## *Agenda's* audience is a discerning one...

- National, regional, and local government leaders who not only seek NCLR's perspective on a variety of critical issues but who listen and make informed decisions that affect the Hispanic community.
- Hispanic influentials who value the insights and contributions that NCLR makes on behalf of millions of Hispanic Americans.
- NCLR's more than 20,000 donors and friends who actively support its mission and want to stay in the know.
- Thousands of others receive complimentary issues of *Agenda* at NCLR's premier events, such as the NCLR Annual Conference (attended by more than 23,000); the NCLR ALMA Awards, a nationally televised Latino awards show; and the Capital Awards gala which recognizes members of Congress and others outside of Washington, DC who have made significant contributions to the Hispanic community.



## Advertise because *Agenda* is a substantial and robust publication...

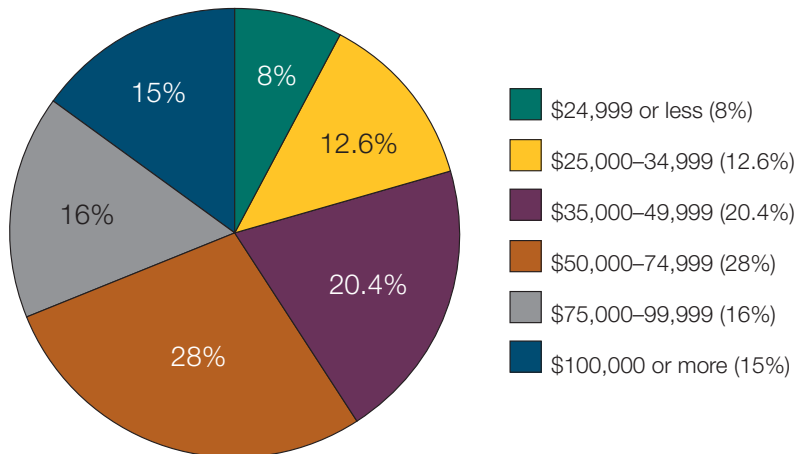
Advertising in *Agenda*, which is produced by the largest Hispanic civil rights and advocacy organization in the country, is a highly effective way to associate your company with NCLR.

**NCLR**  
NATIONAL COUNCIL OF LA RAZA

# AGENDA

## Readership Demographics

### Individual Income Profile



- **Gender Distribution** – 55% male, 45% female
- **Average Age** – 37 years old
- **Education Level** – 60% college educated; of that, 10% hold a master's degree or higher



*It is NCLR's belief that our diverse nation should be held to the highest standards, including accountability in public service arenas, advocacy on Capitol Hill, and the promotion of education for all. This belief guides NCLR's work and earns it the respect and recognition of Corporate America, government leaders, academic communities, and others.*

## NCLR's Mission

The National Council of La Raza (NCLR) — the largest national Hispanic civil rights and advocacy organization in the United States — works to improve opportunities for Hispanic Americans. Through its network of more than 300 affiliated community-based organizations (CBOs), NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia. To achieve its mission,

NCLR conducts applied research, policy analysis, and advocacy, providing a Latino perspective in five key areas — assets/investments, civil rights/immigration, education, employment and economic status, and health. In addition, it provides capacity-building assistance to its affiliates who work at the state and local level to advance opportunities for individuals.

# Editorial Calendar\*

FEATURES	SPRING	SUMMER	FALL	WINTER
<b>Feature 1 (Cover Story)</b>	<b>State of Hispanic America Findings:</b> Putting Policy Into Practice <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Farmworkers:</b> Migrant farmworker update, fair labor, guestworker programs <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Civil Rights/Workforce:</b> Dissolving a myth— Latino contributions to the U.S.: Hispanic women at work <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Latino Identity:</b> Exploring dimensions of heritage and culture <b>TAKE ACTION:</b> Support NCLR initiatives
<b>Feature 2</b>	<b>Criminal and Juvenile Justice:</b> Latinos in the prison system, alternatives to incarceration, returning to society <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Media:</b> Prominent Latino journalists, who they are and their role in shaping the image of Latinos in the news. <i>Interview:</i> Maria Hinojosa of CNN <b>TAKE ACTION:</b> Voice opinions on images in the media	<b>Community:</b> Emerging Latino communities, shifting demographics, majority minority states <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Latino Identity:</b> Further explorations
<b>Feature 3</b>	<b>Education:</b> Challenges of testing ELL students <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Electoral Empowerment:</b> Latinos and voting/ Voting rights <b>TAKE ACTION:</b> Voter registration drives	<b>Education:</b> Early college high schools <i>Sidebar:</i> College prep <b>TAKE ACTION:</b> Support NCLR initiatives	<b>Elder Care:</b> Latinos caring for older family members are often caught in the middle caring for younger generations as well
<b>Feature 4</b>	<b>ALMA Awards</b> <b>TAKE ACTION:</b> Supporting Latinos in media arts	<b>Housing:</b> From the Ground Up — Latino homeowners in the U.S.	<b>Health:</b> The importance of child nutrition and issues surrounding inadequate resources	<b>Diversity in Government:</b> Latino leaders and leaders supporting Latino issues <i>Sidebar:</i> Capital Awards and Advocacy Day <b>TAKE ACTION:</b> Attend/ Be an advocate
<b>PROFILES</b>				
<b>Profile 1</b>	Alisa Valdes-Rodriguez: author of <i>The Dirty Girls Social Club</i>	Appleseed Foundation of Nebraska	Highlight Conference Winners: President's Award, Etc.	Online Leader
<b>Profile 2</b>	Monica Lozano: Publisher and CEO of <i>La Opinión</i>	Sports Figure	Award Winners Cont.	Criminal justice crusader
<b>DEPARTMENTS</b>				
<b>Publisher's Letter</b>	The Spirit of Advocacy	TBD	TBD	TBD
<b>Affiliate to Affiliate</b>	Best Practices Q+A: Affiliate News	Best Practices Q+A: Affiliate News	Best Practices Q+A: Affiliate News	Best Practices Q+A: Affiliate News
<b>Capitol Connections</b>	Policy Briefs	Policy Briefs	Policy Briefs	Policy Briefs
<b>benefACTION</b>	Donor highlights	Donor highlights	Donor highlights	Donor highlights
<b>Líderes</b>	<i>Líderes</i> news Youth advocacy	<i>Líderes</i> news Youth advocacy	<i>Líderes</i> news Youth advocacy	<i>Líderes</i> news Youth advocacy
<b>Calendar</b>	Affiliates, NCLR, Noteworthy Events, Upcoming Annual Conference Workshops	Affiliates, NCLR, Noteworthy Events	Affiliates, NCLR, Noteworthy Events	Affiliates, NCLR, Noteworthy Events
<b>Pictorial</b>	TBD	TBD	Annual Conference	Year in Review
<b>Viewpoint</b>	National Urban League: Forming Partnerships	MANA, A National Latina Organization	Juan Rangel, United Neighborhood Organization	National Association of Latino Elected and Appointed Officials (NALEO)

\* Storylines are subject to change.

# AGENDA

## Ad Rates & Deadlines

### Advertising Rates

Four-Color	1x	4x
Inside Front	\$5,500	\$5,000
Inside Back	\$4,500	\$4,000
Back Cover	\$6,500	\$6,000
Full Page	\$3,750	\$3,000

### Advertising Deadlines

Issue	Space Closing	Materials Due	Mail Date
Spring 2006	2/3/06	2/8/06	3/20/06
Summer 2006	4/26/06	5/1/06	6/9/06
Fall 2006	7/27/06	8/1/06	9/11/06
Winter 2006	10/25/06	10/30/06	12/11/06

### Advertising on nclragenda.org

Full Banner 468 x 60 pixels  
Vertical Banner 120 x 240 pixels  
Please contact for rates.

### Advertising Sales Contact

**James Byles**  
National Advertising Director, NCLR  
3701 Chesapeake Street, NW, Suite 200  
Washington, DC 20016  
Direct Line: 202.244.4131  
Cell: 202.361.6247  
Email: [jbyles@nclr.org](mailto:jbyles@nclr.org)



### Payment Policy

Payment must be made within 30 days of invoice date.

### Printing Requirements

We prefer to receive ads on disk with a hard copy proof in one of the following formats: Quark, Illustrator, Photoshop, InDesign, or press-ready PDF.

### Specifications

**Publication Size**  
Trim: 8.125" x 10.875"  
Bleed: 8.375" x 11.125"  
Live Area: 7.875" x 10.625"

### Ad Unit Size

**Full-Page Ad:**  
Trim: 8.125" x 10.875"  
Bleed: 8.375" x 11.125"  
Live Area: 7.875" x 10.625"

### Production Contact

Ship all artwork to:  
**Heather Meyers**, Publication Services Manager  
Imagination Publishing  
600 W. Fulton St., Suite 600  
Chicago, IL 60661  
Phone: 312-887-1000  
Fax: 312-887-1003  
Email: [hmeyers@imaginepub.com](mailto:hmeyers@imaginepub.com)

### Cancellation of Advertising

Advertising orders, whether issued by a company or its designated representative/agency, are binding after the Ad Close Date on the advertiser or representative placing the order. All cancellations prior to the Ad Close Date must be made in writing. Acceptance of cancellations received after the Ad Close Date is subject to approval.