



## Serving the **Latino Community** for over 30 years!

*El Siete Dias* is a local newspaper that has served the Latino community of the greater Seattle area for over 30 years. The newspaper is a place where local life unfolds through reporting on news, local community sports teams and cultural events, through our classifieds section and so much more. ***It is an indispensable guide for the community.***

***El Siete Dias* can help you reach the Latino community in those instances where language barriers obstruct communication between your organization and our community.**



**Editor**  
Raul Perez-Calleja

**Office**  
12005 NE 12th St, Suite 26  
Bellevue, WA 98005

**Phone**  
(425) 279-3483

**Email**  
raulperez@elsietedias.com



## Facts about the Hispanic population in **Washington**

- ▶ 13% of Washington state's population is of Hispanic decent.
- ▶ +1 million Hispanics call Washington State their home.
- ▶ 43% of the Hispanic community is between the ages of 18-44 years old.
- ▶ Washington ranked 12th in total Latino population across the US.

**elSieteDías**  
A Latino Newspaper and Media Company



## DISTRIBUTION MODEL

**Locations:** Latino Markets, Hispanic Businesses and Organizations.  
**Printed Issues:** 5K Every Month.  
**Cost To Reader:** No Charge.  
**Readership Discounts:** 21K+  
**Format:** Printed in 10" x 15", Four Columns.  
**Translations:** Available at cost, free for subscribers.  
**Closing Date:** Every Monday before deadline.

## ADVERTISING PLATFORMS

**Print:** Newspaper, Directory, Flyers, Posters, Special Editions.  
**Digital:** Standard Ads, Premium Ads, Video, and Radio.  
**Events:** Community outreach events tailored to your messaging.  
**Custom:** Hispanic campaigns customized to your liking.

## HISPANIC FACT SHEET

- 13% of Washington State is Latino.
- 1M+ Latino's Call Washington State Home.
- Ranked 12th Highest Among The States In Total Hispanic Population.
- The median age is 24.
- 229,000 Number of Hispanics Enrolled In K-12.
- 25,305 Number of Hispanic Entrepreneurs.
- 32,942 Number of People Employed At A Hispanic-Owned Firm.
- 416,000 People Employed That Identified Hispanic/Latino.
- \$10B+ in Spending Power.

EL SIETE DIAS | 1 de Septiembre | 3

**Los estafadores se dirigen a personas de todas las edades. Utilizan llamadas telefónicas, mensajes de texto, correos electrónicos y redes sociales para aprovecharse de las esperanzas y los temores de las personas.**

**No te dejes engañar.**  
Proteja su futuro financiero.

Identificar. Prevenir. Informar.  
dfi.wa.gov/106

**HALF page ad**

**REGISTRA SU NEGOCIO EN EL PROXIMO DIRECTORIO HISPANO**

Precios empiezan desde

**ANA PEREZ, EDITOR**  
1425 279-3483

**BANNER ad**

**LICENCIA DE MANEJO**

PREPARACION PARA EL EXAMEN DE CONDUCTA

¡NO PASA A OTRA! GARANTIZADO 425.615.8244

**1/8 page ads**

**Sculpture Clinic**

Specializing in Dental Art  
Crowns, Partials, Retainers, Night Guards, Teeth whitening and Implant Dentures

163 184th Ave. SE  
Bellevue, WA 98004

425/417.5091

**FAIRGROUNDS INN**

"Descuento especial para grupos" Personal que habla Español

18050 Highway 2  
Monroe, WA 98272  
(360) 794-5663  
info@fairgroundsva.com

**1/4 page ad**

## PRINT ADVERTISING

**historia salud**

**Full Page**  
(10" x 15")

\$1,200

**Half Page**  
(10" x 6.5")

\$750

**Quarter Page**  
(5" x 6.5")

\$350

**1/8 Page**  
(5" x 3.25")

\$200

**Banner (10" x 2.5")**

\$225

Sponsored Article.....	\$300
Graphic Design.....	\$400
Print Inserts.....	(Please Call for Quote)

**Have a question? Feel free to reach out to us at sales@elsietedias.com.**

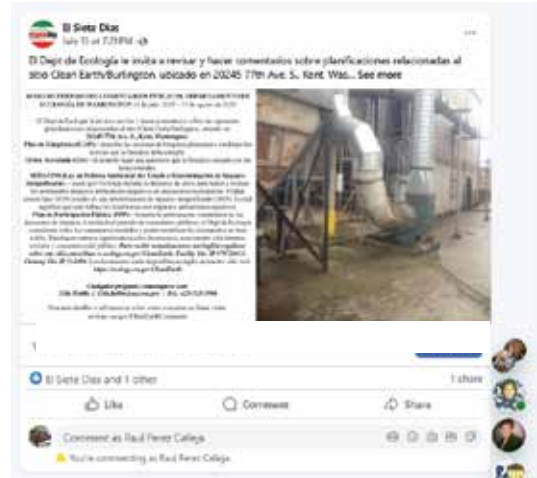
**WEBSITE**

*El Siete Dias website (per latest web stats):*  
 Unique visitors: between 4,500-6,000 per month  
**Website-only banner ad: \$150 per month.**



**FACEBOOK**

*El Siete Dias Facebook page facts (per latest FB insights):*  
 Followers: 6,400  
 Content Reach: 390,457  
 Content Engagement: 15,273



**Ad package 1**

2 Boosted Facebook Posts  
 2 Boosted Instagram Posts  
 30 Day Website Promotion

**\$250\***

**Ad package 2**

4 Boosted Facebook Posts  
 4 Boosted Instagram Posts  
 30 Day Website Promotion

**\$450\***

*Boosted and integrated Facebook posts only*

**Boosted posts start at \$70\* per post (est. reach starts at 1,500):**  
*Disseminates ad image & text content within an individual post.*

**Integrated ads \$40\* each (est. reach: 800-1,500)**  
*Disseminates ad image through integration within high-engagement posts.*

**\* All prices for digital advertising are subject to a 10.2% sales tax effective Oct 2025.**

**RADIO**

**ADVERTISING**

**Hispanic radio is a reflection of the people in a certain area. It represents local Hispanic culture, businesses, and events. Radio is fundamentally a local medium and advertising on radio helps drive people to action by increasing brand awareness and increasing event attendance.**

*El Siete Dias creates and provides radio advertising campaigns with the biggest players in broadcasting in the Pacific Northwest. Our long lasting partnerships have allowed us to lend a helping hand to our friends over at LaGranD, Le Seattle, El Rey and La Patrona.*

Please contact us at **sales@elsietedias.com** for a quote today!



## Target your reach to a specific geographic area or identify a brand with the Hispanic community.

Consider sponsorship banner ads at major cultural events or community organizations like Western WA's 136 amateur soccer leagues. Demographics for these events or organizations consist of all ages and include thousands of families and business owners. They're where the community comes

***El Siete Dias* is present at community and cultural events throughout the year.**



**We can take your message with us**

**Contact us for more information**



**SUMMER RODEOS @ Monroe and Enumclaw rodeo grounds.**  
5 rodeo events each with attendance of 12,000-13,000. Ad: Flyers distribution and banners at stage.

**LOCAL SOCCER LEAGUE TOURNAMENTS**  
3 major tournaments throughout year.  
Attendance of 2,000. Ad: "Sponsor" banners at perimeters of field, distribution of flyers.

**Local 2025 "Mundialito" (World Cup) @ various stadium locations.** Attendance 4,000 per game. Ad: "Sponsor" banners at perimeters of field, distribution of flyers.

## Key Yearly Cultural Events

**May: Cinco de Mayo @ Redmond Park.** Attendance 20,000.  
Ad: Distribution of flyers and banners at stage.

**Last weekend of July: Emerald Prize @ Emerald Downs.**  
Attendance 30,000. Ad: mostly distribution of flyers, some banners around facility.

**July 28: Colombian Independence day @ Redmond Park.**  
Attendance 10,000. Ad: Distribution of flyers and banners at stage.

**Sept 15: Mexican Independence day @ Redmond Park. .**  
Attendance 10,000. Ad: Distribution of flyers and banners at stage.

**Sept 15: Independence day for 7 Latin American countries @ Puyallup State Fair.**  
Attendance of Latinos 40,000. Ad: Distribution of flyers and banners at stage.



# el Siete Dias Clasificados

Empleos • Ventas • Servicios • Renta


## Servicios

**SERVICIOS MIGRATORIOS**  
**\*\* Anuncio Importante \*\***

Atención en razón de las últimas noticias del parole humanitario. *No te quedes sin estatus migratorio.* Aquí en **LPC Immigration Services** te ayudamos a conseguir una solución para tu proceso migratorio y así evitar estar en proceso de remoción y acumular presencia ilegal en EEUU.

Información de Contacto:  
**Luis Pérez Castillo**  
 (206) 578-8205  
 lpimmigrationservices@gmail.com  
*Precios Razonables y Accesibles Formas de Pago. No somos Abogados en EEUU.*



 Si quieres seguir bebiendo ES TU PROBLEMA Pero si lo quieres dejar ES ASUNTO NUESTRO Tel. (425) 355-7541

**Auto mecánico y servicio**  
*Con experiencia*  
 \$25-\$35 la hora  
 (206) 712-5338 y (206) 235-7103  
 15220 1st Avenue South  
 Burien, WA 98148

## Servicios

**Hanyman / Reparaciones**  
 Estimados gratis  
 Free estimates in all áreas

Remodeling, framing, electrical, plumbing, siding, flooring insulation and much more.

Remodelacion, electricidad, plomeria, pisos, insulaciones y más.  
 (253) 316-0379 y (206) 602-8892  
 (425) 426-4147 y (360) 333-6500

**Licencias de Manejar**  
 \*Ayuda para tramitar ID y licencia de manejo  
 \*Preparación para pasar su examen  
 \*Asesoría para pago de tickets

Llame al (425) 615-8244

**GARANTIZADO**  
*Si no pasa, no paga.*



## Renta

Se Renta Casa en Kent  
 4 Recamaras, lavadora y secadora, estacionamiento.  
**\$25**  
**1 INCH AD**  
 Basic ad  
 Informes: (206) 474-4710

**PROMUNEA SUS SERVICIOS**

¿Ofrece servicios para el mantenimiento del hogar? ¿O servicios profesionales como legal, contabilidad, bienes raíces o más? Promuevase con un anuncio de clasificados en *El Siete Dias.*

Precios:  
 \$25 por pulgada/mes  
 \*Descuento de 20% para anuncios recurrentes\*

¿Le interesa? Comuníquese con Brenda:  
 Email [brendag@elsietedias.com](mailto:brendag@elsietedias.com)  
 Cell (206) 859-0841

Se Renta Apartamento en Tacoma  
 2 Recamaras, 1 Baño, lavadora y secadora

Nosotros pagaremos agua, drenaje y basura. Ubicada cerca del Tacoma Mall.

Para mas info llame a Zury  
 (253) 290-5592

Se Renta Casa en el Centro de Everett  
 3 Recamaras, 1 Baño  
 Renta \$ 2,500.00  
 Buena ubicación.  
 Informes: (425) 941-6571



## Venta



2010 Honda CRV \$9,700  
 \* 111,000 de millaje \*  
 Voz & mensaje (425) 308-7486



2018 3500 Ram Promaster  
 \* 128,000 de millaje \*  
 Voz & mensaje (425) 308-7486



## Empleo

**\* SE BUSCAN AYUDANTES \***

Part time \$50 por tiempo  
**\$50**  
**2 INCH AD**  
 Typical employment ad  
 \* Autorización de trabajo (USA)  
 Informes por email

  
**Importante empresa con experiencia**  
**\$60**  
**3 INCH AD**  
 Recurring employment ad  
 Personal de limpieza para casas. Ofrecemos estabilidad laboral  
 De lunes a viernes  
 No noches o fines de semana  
 Licencia de conducir y automóvil propio  
 2047 - 152nd Ave. NE  
 Redmond 98052  
 (425) 746-2800

King County Housing Authority (KCHA)

**We also do custom size ads**

Ex: this ad of 200 words occupies half a column or about 8 inches.

**\$200**  
**8 INCH AD**

King County Housing Authority (KCHA) is seeking qualified bidders interested in submitting Bids for the Siding & Trim Replacement at Carriage House Apts. Bldg D. Work consists of, but is not limited to, the removal of existing siding and trim.

The property is located at 3602 S 180th St, SeaTac. There is an optional pre-bid meeting at the property on Monday, April 29, 2024 at 11:00 a.m. Bid packets are available for download on KCHA's website at <http://www.kcha.org/business/construction/open/>

This will be a Sealed Bid; all Bids must be received in a Sealed Envelope marked as "Bid Documents: Carriage House Bldg D Siding & Trim Replacement". All Bids must be received and time and date stamped at KCHA no later than the stated due date and time. No Bids will be accepted after that date and time. No Fax or Email Bids will be accepted.

**LATINO NEWSPAPER**  
**el Siete Días**  
 www.elsietedias.com Washington

*Servicios de publicidad para la comunidad Hispana.*

 **IMPRESSO**  **DIGITAL**

 elsietedias  elsietedias  dias\_siete

**Solicite más información**  
 Contacto: Raul Perez Calleja, editor de El Siete Dias  
 Oficina: 12005 NE 12th St, Ste 26, Bellevue, WA 98005  
 Teléfono: (425) 279-3483 | Email: [ulperez@elsietedias.com](mailto:ulperez@elsietedias.com)

**OTROS SERVICIOS:**  
 VOLANTES (FLIERS) Y POSTERS (diseño, producción y distribución)

**PROMOCION EN RADIO**  
 LA GRAN D: La Radio de Seattle (app La Radio de Seattle)  
 EL REY 1360 (app: El Rey 1360)

## Deadlines for print and digital advertising

**Digital - no deadline.** Ads can be submitted and posted at any time, all year round.

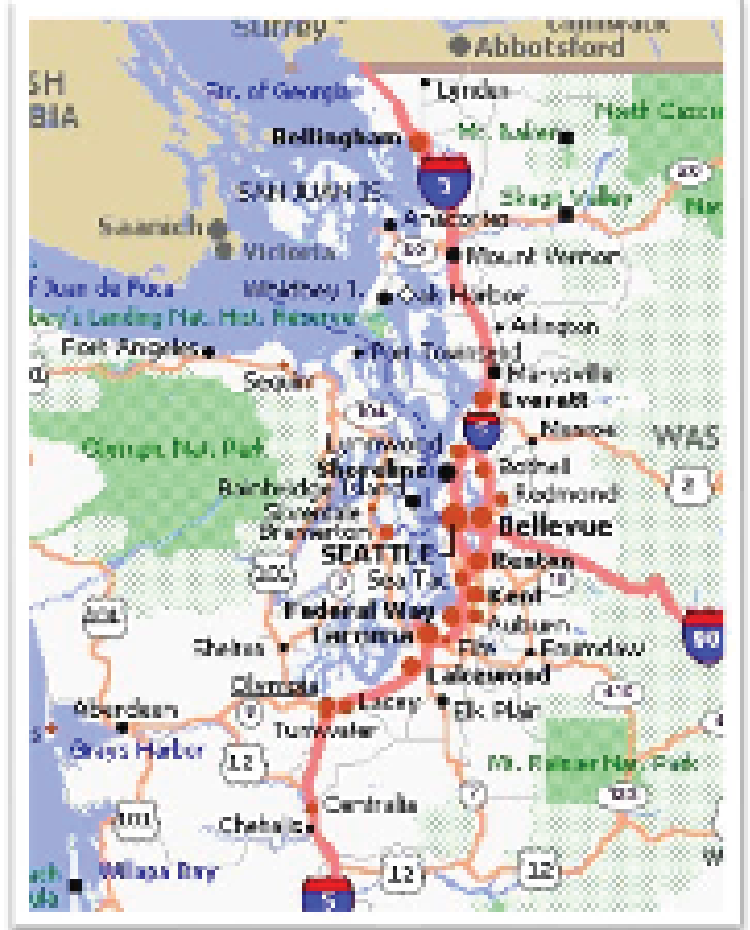
**\*Deadline for materials:**  
a week before release date.

### Newspaper release dates:

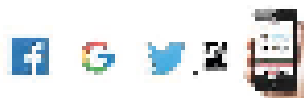
<b>JANUARY</b>	<b>8th - Print</b>
<b>FEBRUARY</b>	<b>2st - Print</b>
<b>MARCH</b>	<b>2st - Print</b>
<b>APRIL</b>	<b>2st - Print</b>
<b>MAY</b>	<b>1st - Print</b>
<b>JUNE</b>	<b>1st - Print</b>
<b>JULY</b>	<b>1st - Print</b>
<b>AUGUST</b>	<b>1st - Print</b>
<b>SEPTEMBER</b>	<b>1st - Print</b>
<b>OCTOBER</b>	<b>1st - Print</b>
<b>NOVEMBER</b>	<b>1st - Print</b>
<b>DECEMBER</b>	<b>1st - Print</b>

### Distribution map for *El Siete Dias*

We serve the Latino communities of the greater Puget Sound area.



- |               |              |
|---------------|--------------|
| MOUNT VERNON  | SEATAC       |
| BURLINGTON    | COVINGTON    |
| MARYSVILLE    | NAPLE VALLEY |
| EVERETT       | FEDERAL WAY  |
| LYNNWOOD      | TACOMA       |
| BOTHELL       | SPANAWAY     |
| NORRIS        | LAKEWOOD     |
| KIRKLAND      | BURien       |
| BELLEVUE      | AUBURN       |
| RENTON        | SEATTLE      |
| KENT          |              |
| TUMWALA       |              |
| MERCER ISLAND |              |
| DES MOINES    |              |



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# Clasificados el Siete Días



Empleos • Ventas • Servicios • Renta

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## Renta

Se Renta Casa en Kent  
4 Recamaras, lavadora y secadora, estufa y refrigerador.

**\$25  
1 INCH AD  
Basic ad**

Informes: (206) 474-4140

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## Empleo

\* SE BUSCAN AYUDANTES \*

Part time o todo el tiempo

**\$50  
MUY BUENA PAGA \$**

**2 INCH AD**

Licencia de Manejo  
\* Autorización de trabajo (USA)  
\* Solteros  
Informes por email  
**Typical  
employment ad**



Importante empresa con experiencia

**\$60**

Personal de limpieza para casas.

Ofrecemos estabilidad laboral

buena paga

**3 INCH AD**

Horario de trabajo:

De lunes a viernes

Algunas noches o fines de semana

**Recurring  
employment  
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Licencia de conducir y automovil propio

Preferible experiencia

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Tel. (425) 355-7541

Auto mecánico y servicio

Con experiencia

\$25-\$35 la hora

(206) 712-5338 y (206) 235-7103

15220 1st Avenue South  
Burien, WA 98148



LATINO NEWSPAPER

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Washington

[www.elsietedias.com](http://www.elsietedias.com)

Servicios de publicidad para la comunidad Hispana.



IMPRESSO



DIGITAL



elsietedias



elsietedias



dias\_siete

### Solicite más información

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