

## MICASA (ME' KAH-SUH) NOUN

### 1. MY HOUSE.

IN EUROPE'S SPANISH SPEAKING COUNTRIES IT EVOKES A SENSE OF "EVERYTHING TO DO WITH THE HOME", WHILE IN THE U.S., MI CASA ES SU CASA (MY HOME IS YOUR HOME) HAS BECOME A PHRASE USED AS MUCH BY ENGLISH SPEAKERS AS BY SPANISH SPEAKING AMERICANS.



*Everything for the Home & More*

# 1. OVERVIEW

**MICASA.COM** is a printed advertising-coupon-voucher book issued three times a year: May, July and September with an additional online presence under the premium domain name micasa.com. It is created specifically for categories relating to the home, everywhere from garage doors, roofers, mortgage lenders, pizza delivery, decorators, window treatments, barbecues, carpet cleaning, maid service, to real estate & more...

YOUR **BRAND**



**HAND**DELIVERED



TO **YOUR PRIME DEMOGRAPHIC**



NATASHA SWORDS

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## 2. WHY MICASA.COM

Unbeatable. Unparalleled distribution model.

A print version, coupled with a premium website for the online component.

ONE AD. TWO WAYS.

### PUBLICATION



The Dodgers Playbill & Galaxy Gameday Programs are delivered to their eager audience as they enter the stadiums. MiCasa.com's printed version is bound into the playbills ensuring visibility and retention.

Full color, printed publication  
Circulated to over a million targeted readers

"Hand delivered"

Delivered as a supplement to Dodger's Playbill & Galaxy Gameday Program, we have negotiated the ultimate distribution model to ensure your ad is viewed numerous times

### ONLINE



MiCasa.com is a digital reflection of the print publication. Not only is your ad delivered to millions of local sports fans, but also readily available to those searching for home related products and services online.

MiCasa.com is one of the most "searched" phrases online for those browsing home purchases.

High SEO ranking

Enjoys impressive traffic flow

Guarantees its audience to visit time after time, at home & on the go

The website component ensures your ad is seen year round!



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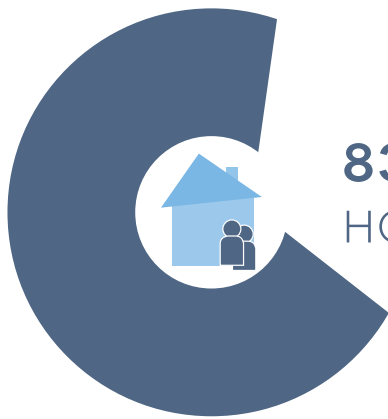
E NSWORDS@COPCOMM.COM



### 3. OUR MARKET REACH

Want to reach these propertied and in-demand consumers?

**MICASA.COM** is your source! through this coveted distribution model and desirable demographic.



**83%**  
HOME OWNERS



**41%**  
POTENTIAL  
HOME OWNERS

**1M+**  
CIRCULATION

**71%**  
18-49

**73%**  
HISPANIC

**76%**  
MALE

**78%**  
HAS CHILDREN

### RATES

	X1	X2	X3
ONE COLUMN	\$550	\$525	\$500
TWO COLUMN	\$1,100	\$1,050	\$1,000
FULL PAGE	\$1,500	\$1,400	\$1,250



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