

Advertising by Ethnicity

CREDIT	2012						2013						
	July	August	September	October	November	December	January	February	March	April	May	June	
	Fall			Spring			Summer			Fall '13			
HISPANIC	\$34,493	\$50,714	\$582	\$291	\$27,121	\$53,226	\$0	\$582	\$22,481	\$48,871	\$2,691	\$52,862	\$293,912
BLACK	\$17,614	\$48,871	\$154	\$77	\$17,099	\$52,423	\$0	\$154	\$12,446	\$50,974	\$1,044	\$57,429	\$258,285
TOTAL	\$105,975	\$196,366	\$1,789	\$895	\$91,879	\$220,923	\$0	\$1,789	\$78,179	\$204,165	\$8,105	\$228,556	\$1,138,622
Monthly Percentage:	July	August	September	October	November	December	January	February	March	April	May	June	
HISPANIC	32.5%	25.8%	32.5%	32.5%	29.5%	24.1%		32.5%	28.8%	23.9%	33.2%	23.1%	25.8%
BLACK	16.6%	24.9%	8.6%	8.6%	18.6%	23.7%		8.6%	15.9%	25.0%	12.9%	25.1%	22.7%

Hispanic \$293,912
 Black \$258,285
 Other \$586,425
 TOTAL \$1,138,622

Hispanic 29.9%
 Black 18.1%
 Other 52.0%
 TOTAL 100.0%

