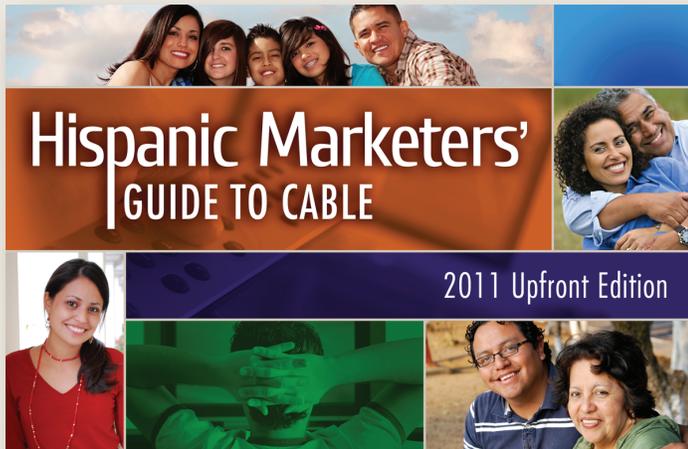


Hispanic Marketers' Guide to Cable **2011 Upfront Edition**



The definitive guide to effectively connecting with Hispanic Consumers using cable television.

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This publication answers some of the most frequently asked questions about Hispanics and cable while assisting you in creating new and expanded relationships with all segments of today's Hispanic consumer.

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