

# Reaching Hispanics In Los Angeles



## THE LOS ANGELES HISPANIC MARKETPLACE – AT A GLANCE

Los Angeles is the **#1 Ranked Hispanic market** in the country

**16% of all US Hispanics** live in Los Angeles

Los Angeles' Hispanic HH population is **as large as New York and Miami COMBINED**

**77%** of LA Hispanics Adults 18+ speak at least a combination of English and Spanish.

*Do your advertising dollars reach the most desirable consumers in both the English speaking and Spanish speaking Hispanic households?*

The Adlink Interconnect can play a pivotal role in helping advertisers reach qualified Hispanic consumers through a wide array of offerings:

- **3 Spanish-language networks** offering family friendly programming as well as top sporting events
- **Increased market share** by including English-language networks on the Hispanic buy.
- **Target the bilingual consumer** with our **26 English networks** that accept Spanish-language copy.
- **Geo-targeting** down to the zone level to deliver messages in different areas based on the Hispanic penetration of each region.
- **Unique promotional opportunities** including sponsorships, on-site events, internet advertising and Video-On-Demand



## NETWORK INFO



**“The leading Spanish-language cable network.”**

- Programming For All Demos
- 40+ Hours In-depth News Weekly
- 50+ Hours Live Programming Weekly
- 100+ Futbol Liga Mexicana Matches



**“The premier 24-hour Latino sports network.”**

- 15,000+ Hours Live Sports Yearly
- InterLiga Tournament
- Copa Sudamericana
- Copa Libertadores Tournament



**“Only 24/7 Spanish-language network dedicated to 100% sports.”**

- 70% Original Programming
- Offers 8 Out of 10 Top Sports
- Award-winning Studio Shows
- 1,900+ Hours Live Soccer Matches

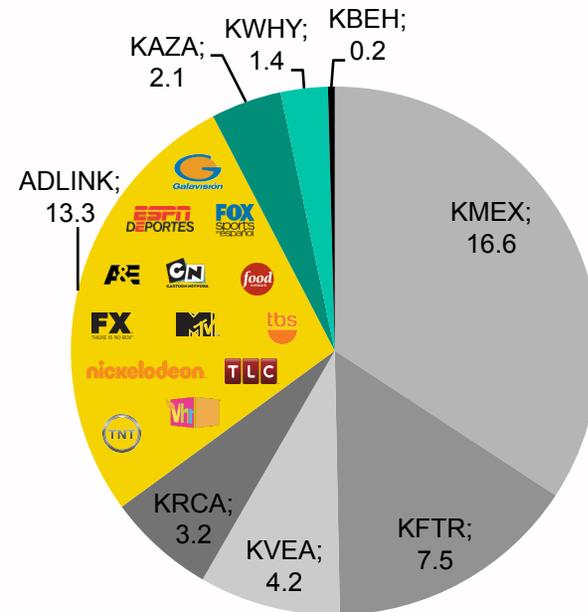
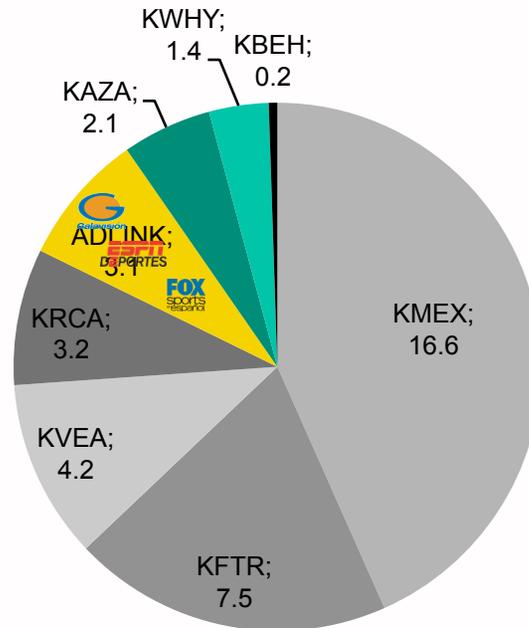


# SPANISH-SPEAKING AUDIENCES ARE WATCHING ADLINK NETWORKS...

NHSI Share | A18-49 | Mon-Sun | 7A-1A

Galavision, FSE and ESPN Deportes Command a Competitive Share of the Spanish-speaking Audience

If you include Adlink's Top 10 English-language networks with Hispanics, share more than **quadruples!**



SOURCE: NMR, Los Angeles NHSI Live-Only, January-December 2009,

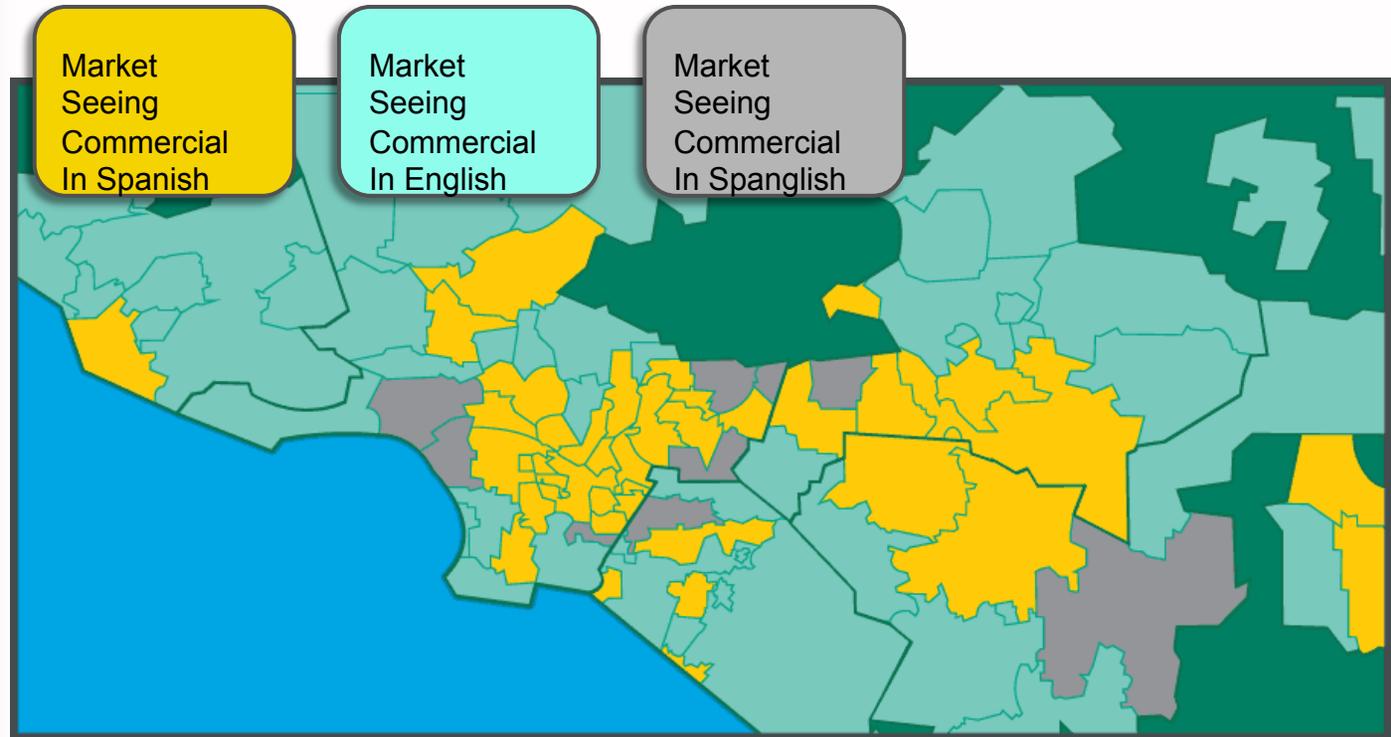
## HISPANIC TARGETED NETWORKS

Additionally, Adlink allows advertisers to air Spanish-language commercials on 26 English-language networks to target this important segment of the market . . .




## ADCOPY

All three commercials air simultaneously, on the same network, across the DMA





## ADLINK OFFERS PROMOTIONAL OPPORTUNITIES THAT CONNECT WITH SPANISH-LANGUAGE AUDIENCES...



### PROGRAM SPONSORSHIP

Network produced creative featuring top tier programming with opportunity to customize with your marketing message and logo.



### HOW-TO TIPS

How to tips provided by networks covering a wide range of topics from kitchen remodeling to fuel efficiency to investment advice, allowing clients to advise consumers and tap into the credibility of network brands.



### CUSTOM VIGNETTES

Create custom on-air spot with ability to deliver multiple messages including branding, product focus, special offers, event information, etc.



### NETWORK SWEEPSTAKES

Feature your brand as local sponsor with cable's premiere events including the MTV Movie Awards, Nickelodeon Kids' Choice Awards, or the NBA on ESPN via a local "enter to win" sweepstakes.



### ON-SITE MARKETING PROGRAMS

Deliver a message directly to consumers with on-site sampling, signage, and product displays at musical, cultural, sporting, and other events in the Los Angeles area in addition to on air spots driving audiences to the event.



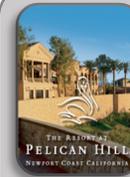
### CUSTOM SWEEPSTAKES

Ground up sweepstakes developed to support clients' marketing objectives and designed to reach your customer base. Messaging and pricing customized with your brand and products.



### MULTI-PLATFORM

Integrated marketing campaigns developed with network partners to feature promotional elements that reach consumers on multiple platforms: on-air, on-site, online, and/or VOD.



### CUSTOM PRODUCTION

Ground up custom production of on-air spot for clients who may not already have existing on-air creative or not want to allocate budget to producing another spot with a secondary marketing message.



For more information on reaching Hispanics  
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