


It is all about You!
Bilingual Career board for Latin American and US
Hispanic executives, entrepreneurs and professionals



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Hispanic executives, entrepreneurs and professionals

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Job Seekers	Employers
	
<p>Keyword <input type="text"/></p> <p>Industry <input type="text" value="Accounting"/></p> <p>Occupation <input type="text" value="Occupation 1"/></p> <p>Country <input type="text" value="Select Country -----"/></p> <p>State (US) <input type="text" value="All States -----"/></p> <p style="text-align: center;">▶ FIND JOBS</p> <p style="text-align: center;">▶ POST RESUMES</p>	<p>Keyword <input type="text"/></p> <p>Industry <input type="text" value="Accounting"/></p> <p>Occupation <input type="text" value="Occupation 1"/></p> <p>Country <input type="text" value="Select Country -----"/></p> <p>State (US) <input type="text" value="All States -----"/></p> <p style="text-align: center;">▶ SEARCH RESUMES</p> <p style="text-align: center;">▶ POST JOBS</p>

Thursday,
June 18,
2009






* [Click here](#)
for details

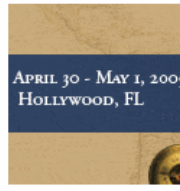


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LatinVision Business News

Your news
Your business
Your world

Conferences and Events	Movers and Shakers
 <p style="text-align: center;">Private Equity World Brasil 2009 Sponsored C... more</p>	 <p style="text-align: center;">Fernando Ascencio Hired As VP Of Lat... Manuel Mazzanti to spearhead marketi... more</p>

June 8, 9 and 10, 2009
Sonesta Bayfront Hotel
Coconut Grove, Miami, USA

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

MEDIA KIT

www.latinvision.com/jobs/mediakit.pdf

Who We Are / Our Network



Our Company

LatinVision Media, Inc. is a New York-based company that connects and promotes businesses, entrepreneurs and professionals to the US Hispanic and Latin American markets. LatinVision also operates various business portals, blogs, and news sites, and hosts year-round [Marketing to Latinos Conferences](#) and [Business Networking Events](#). Become a member to our network: www.latinvision.com

Conference Series

www.latinvision.com/marketing



Travel	www.latinvision.com/conference/travel
Sports	www.latinvision.com/conference/sports
Latinas	www.latinvision.com/conference/latinas
CEOs Summit	www.latinvision.com/conference
Banking	www.latinvision.com/conference/banking
Investment	www.latinvisionfinance.com/conference

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A Powerful Audience

LatinVision.com/jobs users are business people

48% of LatinVision.com/jobs users are C-level/entrepreneurs/Owners/Partners at their firm

67% work for growing businesses (under 100 employees)

Demographics

LatinVision.com/jobs users are successful, educated and affluent

Median age: **36 years** > 56% male - 44% female

College grad/post grad: 61% Median household income: **\$76,418**

Source: company stats

LatinVision.com/jobs reaches well educated and business savvy people at small, medium and large companies. Our users are very good consumers, frequent travelers and early adopters of cutting-edge technology

Are frequent visitors

- 6 page views on average per unique visit
- 54% use LatinVision.com/jobs at least once per week
- Average length of visit–12 minutes
- E-mail newsletter circulation – 15,000

Size of U.S. Hispanic Population

Hispanic-American	2005	2006	2007	2008	2009	2010	2050
Total in millions	38.1	39.3	40.4	41.5	42.6	47.7	102,5
% of U.S. population	13.3	13.5	13.8	14.1	14.3	14.6	24.4

Source: Magna Global Analysis, US Census Bureau. Note: Estimated

Top Ten U.S. Hispanic Markets

Top Ten Markets	Population	% of DMA Population
1 Los Angeles	7800	41
2 New York	4300	19
3 Miami	1800	41
4 Chicago	1800	17
5 Houston	1800	30
6 Dallas	1500	22
7 San Francisco	1500	17
8 San Antonio	1300	55
9 Phoenix	1200	25
10 Rio Grande Valley	1000	95

Source: Northwestern U, Nielsen, SRC, Multi-channel News, Adweek, MPA, American Demographics et.al

Growth in Number of Hispanic-owned Companies

Hispanic-owned companies are among the fastest-growing minority-owned businesses.

Hispanic enterprises	2004	2006	2008
Total	2.0mm	2.7mm	3.0mm

Source: HispanTelligence

Demographics

Purchasing Power of U.S. Hispanics

Hispanic Market

Total

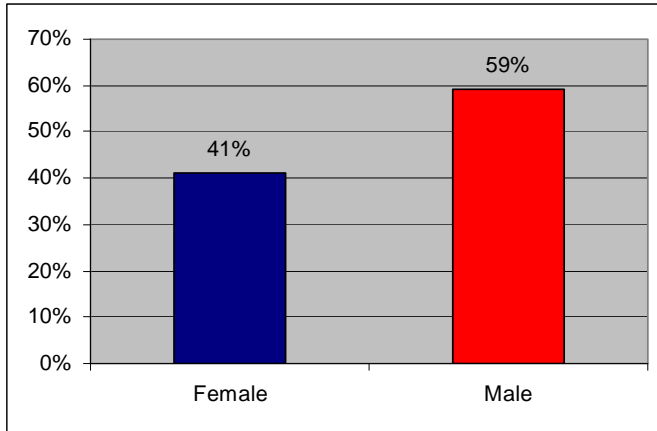
2004
\$700 bill

2010
\$1 trill

2015
\$1.5 trill

Source: HispanTelligence

Gender



Overview

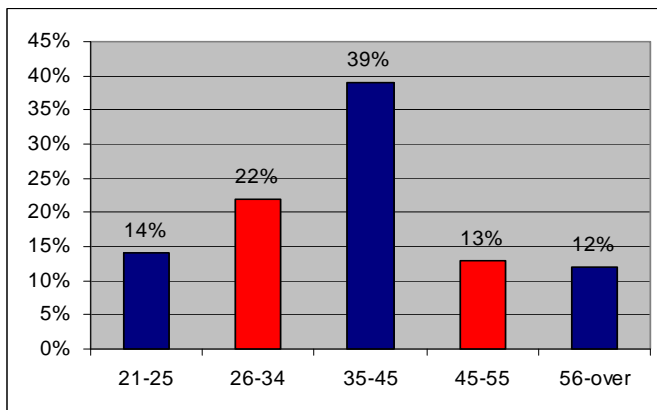
Three in four LatinVision users are U.S.- born. Nearly nine in ten who are foreign-born have lived in the U.S. for 10 + years.

76.1% were born in the U.S.
23.9% are foreign-born

U.S.-born Hispanics represent 90% of Hispanic market growth.

Source: U.S. Census 2000

Age

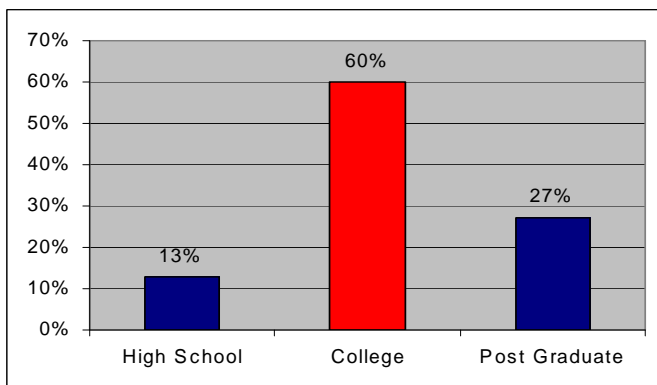


Young, educated, influential people on the rise

The Hispanic age profile is pyramid-like. Nearly 40 percent are below the age of 19, compared with 29 percent for the total population.

Hispanics now account for nearly 14% of the U.S. population but only 3.2 percent of total advertising spending (Association of Hispanic Advertising Agencies).

Education



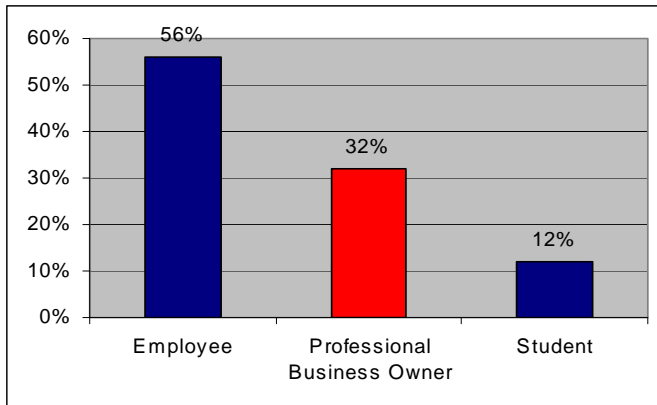
As of 2002, there were 1.656M Hispanics enrolled in college.

In 2002 Hispanics earned 10.1% of associate degrees; 6.4% of bachelor's degrees; 4.6% of master's degrees; 4.9% of first-professional degrees; and 3.2% of doctorate degrees awarded.

Source: www.Hacu.net / U.S. Census 2000

Demographics

Occupation



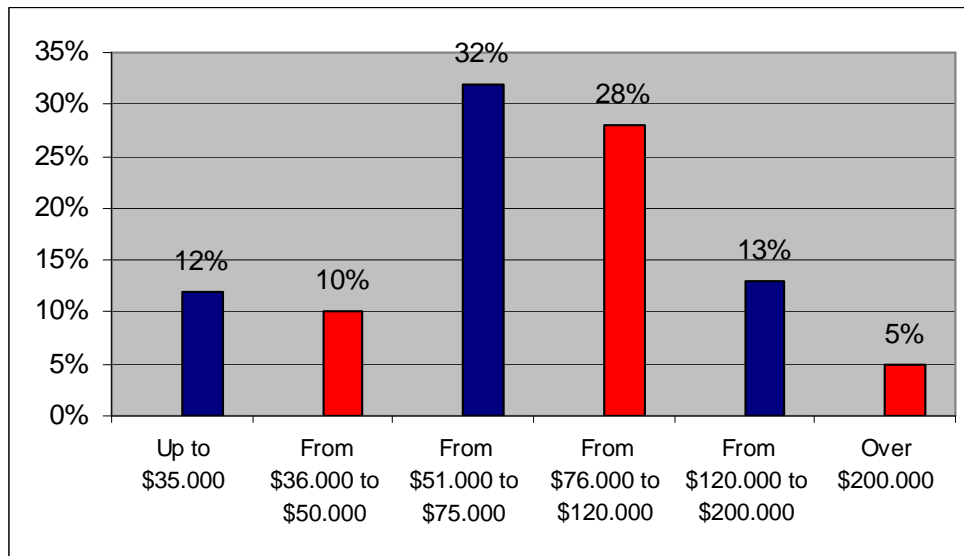
Overview

Hispanics now account for more than a quarter of all new entrants into the labor force.

They speak English at work and at home or both Spanish and English.

Half of the nation's working Hispanics reside in California (31.1%) or Texas (18.9%).

Income



Our users have incomes above the U.S. average; thus, they have the discretionary income to buy premium products.

We estimate that at least 90% of Hispanics have investment portfolios valued at \$90,000.

General Business Statistics

The successful Hispanic is bilingual. More than 75% of U.S. Hispanics speak excellent English.

Hispanic businesses are found nationwide; the majority is small- and medium-sized companies:

01-25 employees	47%	100-999 employees	13%
26-99 employees	13%	1,000+ employees	24%

LatinVision.com/job's unique combination of a comprehensive daily news service plus Web access to search our vast database and use our tools and resources helps professionals, entrepreneurs and executives to find job opportunities and enables employers and recruiters to efficiently find professional candidates with language skills, international experience and/or multicultural knowledge.

Breaking entrepreneurial and business news

Updated throughout the day, LatinVision.com/jobs publishes news and stories that impact the professional and personal lives of entrepreneurs, professionals and executives.

More than 100 original articles per month

LatinVision.com/jobs features more than 5 columnists who offer daily, weekly and monthly insights into career opportunities and human resource issues. In addition, LatinVision.com/jobs publishes a blog covering and profiling news and career advice for job seekers and employers.

Daily news of movers and shakers

What people with power and influence are doing, Who's in and who's out: Find out key executive moves, board level changes and new partners first.

Newsletters

LatinVision.com/jobs offers biweekly newsletters to readers. Enjoy direct response from the business community through LatinVision.com/jobs

Conferences, Events & Surveys

We sponsor conferences, events and surveys to both educate and inform the business community on a variety of subjects, including entertainment, media, technology and venture capital and private equity and other industries

RSS feeds to thousands of companies and people a day

RSS (Rich Site Summary) is a format for delivering our regularly changing web content. Many news-related sites, web logs and other online publishers and people receive our content as an RSS.

Webinars

LatinVision.com/jobs interactive webinars offer the chance to share information, learn and network in a virtual format, providing a single, comprehensive resource trends shaping alternative career strategies and practices

Forums

LatinVision.com/jobs Discussion Forums is an interactive community for sharing information, questions, and comments about career opportunities, options and many more. Most forums are moderated by us, and all of them are frequently visited by knowledgeable users from the community. A member powered section.

Links and Resources

LatinVision.com/jobs has more than 100 free tools that are available to LatinVision.com/jobs members.

Find Products and Services

List your products and services that you want our users to contract

Special Offers for Members

We get you the deals, thus, you can concentrate in your business.

Editorial

Classified Ads

Place your advertisements to let people know about your products and services for sale. A member powered section

Special Reports

Place your advertisements to let people know about your products and services for sale. A member powered section

Your Opinion Counts

A member powered section. You talk. We listen.

Sponsored Links

Capitalize in our professional design to reach a vast number of potential clients

The Market

U.S.

GDP: 3 trillion

Population: 48 Million

Small Business: Almost 3 million companies

15 percent of all U.S businesses

Business Revenues \$425 billion

Internet Users: 13 Million

Source: .internetworldstats.com, US Census Bureau, HispanTelligence, Wikipedia, Answers.com

Latin America

GDP: 2.6 Trillion

Population: 561 million

Small Business: About 12 million companies

87% percent of all Latin American Businesses

Business Revenues: \$580 Billion > Estimated

Internet Users: 114 Million

Advertising Solutions

LatinVision.com/jobs offers a variety of advertising solutions. We understand that each campaign has unique goals. Our mission is to create custom, dynamic marketing programs for our clients.

LatinVision.com/jobs offers a variety of banner advertising units including

The screenshot shows the LatinVision.com website interface. At the top, there is a navigation bar with the logo and tagline "It is all about you! Bilingual Career board for Latin American and US Hispanic executives, entrepreneurs and professionals". Below this are search filters for Job Seekers and Employers, including fields for Keyword, Industry, Occupation, and Country. The main content area is divided into sections: "Register and Membership", "Latest News", "Conferences and Events", and "Movers and Shakers". A large banner for "PRIVATE EQUITY WORLD" is prominently displayed. Below the main content, there is a "SPONSORED LINKS" section with several links to related services. At the bottom, there is an American Airlines banner and a "Hispanic Job Opportunity" section.

SIDE BANNER

120 x 240
125 x 125
160 x 240

MAIN BANNER

728 x 90

FIND PRODUCTS AND SERVICES

SPONSORED LINKS

BOTTOM BANNER

468 x 60

Other sizes?
Please, call us

Advertising Solutions

We accept standard banner creative as well as support for a wide array of rich media types.

Advertising can be targeted run of site, run of network (between latinvision.com, latinvision.com/events, latinvision.com/digital, latinvision.com/news, etc) or channel or section targeted.

Find Products and Services

Promote your company products and services in this specific area

Sponsored links

Getting your business prominent placement in sponsored links made easy with LatinVision.com/jobs, so you can direct your marketing to the people who are already searching for what you sell.

Content Channel Sponsorship

LatinVision.com/jobs offers sponsorship opportunities on all major sections of its website.

Sponsorship sections consist of channels pertaining to a specific subject area. Content-channel sponsorships are sold as exclusive placements on a monthly basis.

Newsletter

LatinVision.com/jobs has one newsletter, which is published bimonthly. Each newsletter has a maximum capacity of two sponsors. All LatinVision.com/jobs newsletters are published in both HTML and text formats

The 100% double opt-in subscription process ensures that recipients have indicated an interest in receiving more information on a particular business topic—a great vehicle for highly targeted direct response.

Opt-in List > Direct Email

Our database allows targeted messages to be delivered to qualified buyers. We have over 40,000 unique double opt-in e-mail subscribers. LatinVision.com/jobs requires a three business day turnaround time from receipt of the materials.

Webinars

LatinVision.com/jobs offers sponsored webinars, registration-based events involving audio presentations with accompanying graphics. LatinVision.com/jobs can design and produce an event using either original material or material supplied by the client. LatinVision.com/jobs will promote the event on all LatinVision websites and send an email invitation to LatinVision.com/job's marketing list. A special-projects editor and marketing manager will work with the client to assure the content, design and promotion meet advertiser goals.

Rate Card Advertising Solutions

Placement	Type	Cost	Rate	Ad Size
Registration & confirmation	Leaderboard	\$5,500	Y	728 x 90
Homepage bottom center	Main Banner	\$6,000	M	728 x 90
Homepage bottom center	Main Banner	\$4,500	M	468 x 60
Homepage bottom	Bottom Banner	\$2,000	M	468 x 60
General – all Sections				
Every Page – Right side	Vertical	\$1,750	M	120 x 240
Every Page – Right side	Square	\$1,500	M	125 x 125
Every Page – Right side	Vertical	\$1,800	M	160 x 240
Find Products and Services	Text w/description & HTML page	\$149	Y	
All Services	Flat fee per year SEE PAGE 12	\$159	Y	
Sponsored Links	Text w/description & HTML page	\$500	Y	One Line
Content Channel Sponsorship				
Newsletter	Pls, call			
Top of newsletter	Leaderboard	\$3,500	M	728 x 90
Text in body Maximum	Text	\$500	M	50 words
Direct email CPM	HTML / Text	\$150		
Webinars	Pls, call			

Note: Please, contact us for any other size M = Monthly | Y = Yearly

Subscription Solutions

Job Seekers: Service is free

Employers

One Time / **One Month**

Post a job	\$100
Find Candidates	\$100
Post a Job and Find Candidates one month unlimited	\$180

Unlimited / **One Year**

Post a job	\$500
Find Candidates	\$500
Post a Job and Find Candidates one month unlimited	\$900

Advertising Specifications

The ad units are IAB standard sizes and dimensions in pixels.

Banners	Description
Sizes	See rate card above for complete list
Maximum size file	20K
Looping restrictions	Animated, 4 loops max with refresh time of < 2 seconds

Lead Time: Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and QA.

Sound: The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouse-over events meaning "click" or "beep" sounds. Use of audio during the initial download must include a clearly labeled option for turning off audio.

Expanding/Floating Ads: Expanding ads and floating ads must have third party served, user-initiated, and close on mouse-off. 40k initial download size. 100K maximum file size.

Streaming Video in Ads: Contact a salesperson for specification.

Third Party Served:

Third party ad serving is accepted. All creative must function uniformly on Mac and PC platforms and in any browser versions of Netscape and IE. Ads must open a new window when clicked.

Flash Ads:

GIF alternative is required for Flash creative. Flash cannot exceed 39k file size and gif backup file size is 15k-20k. Flash must be version 3 or higher and delivered as a .swf file. Looping restricted to 4 loops. Flash ads **must** include clickTag tracking that contains the following (case-sensitive) actionscript:

```
On (release) {  
  getURL (clickTag,"_blank");  
}
```

Textlink:

Format: 20 character header and 70 character teaser. Client must provide active linking URL.

Newsletters:

Text Version: 50 characters max in ACSII format and active linking URL.

HTML Version: 728x90 (20k max) and 160x600 (20k max) in GIF format are accepted depending on the newsletter layout. No Rich Media or third party tags. Click links may be third party redirects.

RSS:

Go to our website and click on the RSS icon or Contact Violeta Alba for specifications.

Attn: Violeta Alba

violeta@latinvision.com

Tel: 646 519 3580

LatinVision Media Inc

POB 376
Church St. Station
New York, NY 10008

Attn: Violeta Alba
violeta@latinvision.com
Tel: 646 519 3580

Our websites

www.latinvision.com/digital
www.latinvision.com
www.latinvision.com/finance
www.latinvision.com/events
www.latinvision.com/news
www.latinvision.com/entrepreneur
www.latinvision.com/leaders
www.latinvision.com/jobs
HHHand many more > see here >

HHHOur Conferences

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