

THE MARKET

\$2 trillion
U.S. Hispanic and Latin American
Small and Medium Size Business Market

THE SOURCE

LatinVision.com/news



YOUR BUSINESS >>

HOW WE HELP YOU | SUBSCRIBE

Promote

Expand your connections

Search for funds

Find Talent

Conferences & Events



IMPROVE YOUR VISIBILITY, SALES AND BRAND EXPOSURE
News, Press Release, Social Network Distribution and Aggregation
Post your company news, releases and announcements

2010 News Services Media Kit

www.latinvision.com/news/mediakit.pdf



Our Company

LatinVision Media Inc. is a New York based Company that operates business portals targeting US Hispanic and Latin American professionals, entrepreneurs, executives and business owners in a small and medium-sized companies.

See all our sites here: www.latinvision.com

Our Conferences and Events

www.latinvision.com/marketing and www.latinvision.com/events

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News Editorial and News Feed

LatinVision News unique combination of a comprehensive daily news service plus Web access to search our vast database and use our tools and resources helps start-ups and existing companies to promote their products and services and stay ahead of the competition. Founded in 2005, LatinVision Media Inc. is a multi-media company catering to avid business readers. Its content is available daily.

LatinVision News is the world's first and only daily digital business news publication for professionals, entrepreneurs and executives in small and medium size firms and the online source for real-time, breaking business news and information targeting U.S. Hispanic and Latin America.

Breaking Business News Covered From Every Angle

The most comprehensive site to follow breaking business news and trending topics, LatinVision News Feed delivers real-time, in-depth coverage of major stories including video with leading insiders, one-click access to the best related content from anywhere on the web, comprehensive timelines for every story, plus integration with Facebook, Twitter, and other social media.

The Market

U.S.

\$2 trillion U.S. Hispanic and Latin Am investment markets

Population: 48 Million

Small Business: Almost 3 million companies

15 percent of all U.S businesses

Business Revenues \$425 billion

Internet Users: 13 Million

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

News Posting Services and Sites

Daily news postings of companies, organizations and institutions

The definitive source for the best business news and insight delivered to your iPad, iPhone, PC or Mac every day. it's the most comprehensive news coverage available for professionals, entrepreneurs and small and medium size business.

Daily news posting 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.

Your Conference, Events, Trade Shows and others

Comprehensive calendar of upcoming conferences and events.

News Services includes:

RSS feeds to thousands of companies and people every 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.

News Mobile

Users discover all the news as well as breaking information for their news they want.

Social Networks

Listing in Facebook, LinkedIn and Twitter

Posting your News and Releases in LatinVision.com Sites

Your news will be posted in the sites below

Distribution Sites in English, Spanish and Portuguese

www.latinvision.com

www.latinvision.com/conference

www.latinvision.com/conferencia

www.latinvisionfinance.com/conference

www.latinvisionfinance.com/conferencia

www.latinvision.com/finance

www.latinvision.com/finanzas

privateequityandventurecapital.blogspot.com

www.latinvision.com/jobs

www.latinvision.com/empleos

www.latinvision.com/conference/sports

www.latinvision.com/conferencia/deportes

marketingtolatinosports.blogspot.com

www.latinvision.com/conference/latinas

www.latinvision.com/conferencia/latinas

marketingtolatinosentertainment.blogspot.com

www.latinvision.com/conference/travel

www.latinvision.com/conferencia/viajes

marketingtolatinotravel.blogspot.com

www.latinvision.com/conference/banking

www.latinvision.com/conferencia/bancos

marketingtolatinosbanking.blogspot.com

www.latinvision.com/entrepreneur

www.latinvision.com/emprededor

www.latinvision.com/leader

www.latinvisionfinance.com/events/startup

www.latinvisionfinance.com/eventos/startup

www.latinvisionfinance.com/events/existing

www.latinvisionfinance.com/eventos/existing

latinvisionnoticias.blogspot.com

latinsocialmedia.blogspot.com

www.latinvision.com/digital

Yearly Subscription Solution

All news services

One year subscription \$159

Includes Unlimited News and Press Releases postings for one year in all latinvision.com family of sites
For quick registration and payment go to: www.latinvisionfinance.com/payments

News Categories

Automotive

Aftermarket
Alternative Vehicles/Fuels
Fleet Management
General Automotive
Motorcycles
Off-Road Trucks & SUVs
Performance & Special Interest
Recreational Vehicles
Tires & Rubber

Communications

Advertising
Blogging
Marketing
Public Relations/Investor
Relations
Publishing
Search Engine Marketing
Search Engine Optimization
Social Media

Construction & Property

Architecture
Building Systems
Interior Design
Landscape
REIT
Residential Building & Real Estate
Urban Planning

Consumer

African-American
Arab-American
Asian-American
Baby/Maternity
Children
Collegiate
Family
Gay & Lesbian
Hispanic
Men
Native-American

Consumer

Parenting
Pets
Seniors
Teens
Women

Education

Continuing
Preschool
Primary/Secondary
Training
University

Energy

Alternative Energy
Coal
Nuclear
Oil/Gas
Utilities

Entertainment

Arts/Museums
Books
Casino/Gaming
Celebrity
Electronic Games
Events/Concerts
Film & Motion Pictures
General Entertainment
Foundation
Licensing (Entertainment)
Mobile Entertainment
Music
Online
Theatre
Theme Parks
TV and Radio
Environment

Health

Alternative Medicine
Biotechnology

Health

Cardiology
Clinical Trials
Dental
Diabetes
FDA
Fitness & Nutrition
General Health
Genetics
Hospitals
Infectious Diseases
Managed Care
Medical Devices
Medical Supplies

Manufacturing

Aerospace
Automotive
Chemicals/Plastics
Engineering
Packaging
Steel
Textiles

Natural Resources

Agriculture
Forest Products
Mining/Minerals

Philanthropy

Fund Raising

Professional Services

Accounting
Banking
Consulting
Finance
Human Resources
Insurance
Legal
Small Business

News Categories

Public Policy/Government

Congressional News/Views
Courts
Elections/Campaigns
Healthcare Reform
Homeland Security
Labor
Law Enforcement/Emergency Services
Public Policy
State/Local
White House/Federal Gov
Other Government
Other Policy Issues

Retail

Bridal
Catalog
Convenience Store
Cosmetics
Department Stores
Discount/Variety
Fashion
Food/Beverage
Home Goods
Luxury
Office Products
Online Retail
Restaurant/Bar
Specialty
Supermarket
Supply Chain Management
Tobacco
Wine & Spirits
Other Retail

Science

Research
Other Science

Sports

Individual Sports

Biking/Cycling
Billiards
Bowling
Boxing
Equestrian
Golf
Gymnastics
Martial Arts
Rodeo
Running

Sports

Individual Sports

Skiing/Snowboarding
Tennis
Wrestling

Recreation

Extreme Sports
Fishing
Hunting
Motor Sports
Outdoors

Team Sports

Baseball
Basketball
Cricket
Football
Hockey
Lacrosse
Soccer

Recreation *Team Sports*

Volleyball
Water Sports
Powerboating
Sailing
Surfing/Sailboarding
Swimming
Water Skiing
Yachting
Other Sports

Technology

Audio/Video
Consumer Electronics
Data Management
Electronic Design
Automation
Hardware
Internet
Mobile/Wireless
Nanotechnology
Networks
Photography
Satellite
Security
Semiconductor
Software
Telecommunications
VoIP
Other Technology

Transport

Air
Logistics/Supply Chain Management
Maritime
Public Transport
Rail
Trucking
Other Transport

Travel

Cruise
Destinations
Lodging
Transportation
Vacation

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, hispanicdigital.us and Hispanicentrepreneur.blogspot.com) or channel or section targeted.

Rate Card

Placement	Type	Cost	Rate	Ad Size
Registration & confirmation	Leaderboard	\$5,500	M	728 x 90
LatinVision.com				
Homepage	Main Banner	\$4,000	M	265 x 125
Portal Sites				
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 Pls, call				
Newsletter				
Top of newsletter	Leaderboard	\$3,500	M	728 x 90
Text in body	Text	\$500	M	50 words max
Direct email	HTML / Text	\$150 CPM		
Webinars	Pls, call			
Note: Please, contact us for any other size				

M = Monthly | Y = Yearly

LatinVision.com 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 News offers a variety of banner advertising units including

The screenshot shows the LatinVision.com website interface. On the left is a navigation menu with links like Home, About Us, Register and Membership, etc. The main content area is divided into several sections: 'Entrepreneurs' and 'Investors' with search filters for capital and investments; 'Register and Membership' with a 'Register Now' button; 'Latest News' with several article teasers; 'Conferences and Events' and 'Movers and Shakers' with event listings; a 'LatinVision Finance > Get Funded' banner; a 'Find Products and Services' section with categories like Accountants, Payroll/Human Resources, etc.; 'SPONSORED LINKS' with a list of partner companies; and a 'Bottom Banner' at the very bottom. On the right side, five callout boxes with arrows point to specific banner locations, each listing dimensions: 'SIDE BANNER' (120 x 240, 125 x 125, 160 x 240), 'MAIN BANNER' (728 x 90), 'FIND PRODUCTS AND SERVICES', 'SPONSORED LINKS', and 'BOTTOM BANNER' (468 x 60). A box at the bottom left asks 'Other sizes? Please, call us'. The footer contains copyright information for 2006-2008 LatinVision and various legal links.

**Other sizes?
Please, call us**

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

2006-2008 © LatinVision | All rights reserved | Legal | Privacy | FAQ | Contact us | Add RSS headlines

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) actionsript:

```
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 Ms. Julieta Caracoche for specifications.

Attn: Ms. Julieta Caracoche

julieta@latinvision.com

Tel: 646 519 3580

A Powerful Audience

LatinVision.com/news readers are business leaders

61% of LatinVision.com/news readers are C-level/entrepreneurs/Owners/Partners at their firm

67% work for growing businesses (under 100 employees)

Demographics

LatinVision.com/news readers are successful, educated and affluent

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

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

Source: company stats

LatinVision News reaches the leading decision makers at start-ups and existing fast-growing companies. Our readers are wealthy 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/news at least once per week
- Average length of visit—12 minutes
- E-mail newsletter circulation – 75,000

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

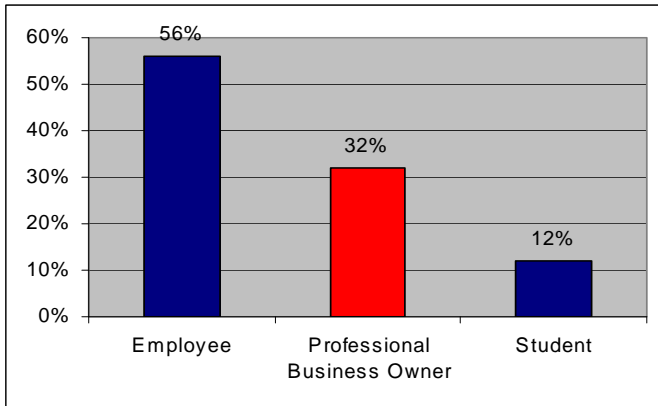
Hispanic-owned companies are among the fastest-growing minority-owned businesses.

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

Source: HispanTelligence

Demographics

Occupation



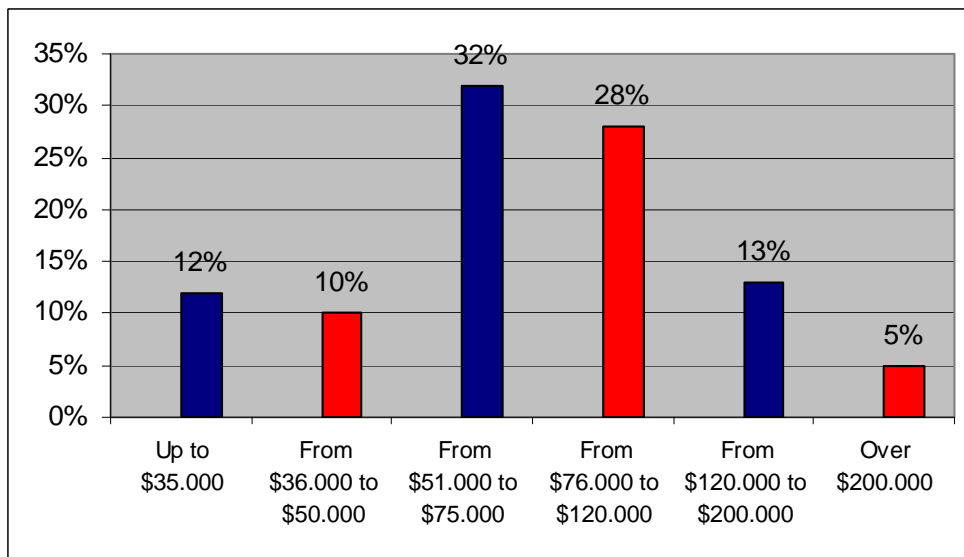
Overview

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 Media Inc
POB 376
Church St. Station
New York, NY 10008

Attn: Ms. Julieta Caracoche
Julieta@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
and many more > [see here >](#)

Our Annual Conferences

www.latinvision.com/conference
www.latinvisionfinance.com/conference

Our Marketing to Latinos Series

www.latinvision.com/conference/sports
www.latinvision.com/conference/latinas
www.latinvision.com/conference/travel
www.latinvision.com/conference/banking

Our media kits

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www.latinvisionfinance.com/conference/mediakit.pdf

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