



MultiVu Multimedia Broadcast

2021 HISPANIC CO-OP CALENDAR

DELIVER YOUR MESSAGE TO U.S. HISPANIC TELEVISION AND RADIO AUDIENCES WITH BROADCAST CO-OP TOURS

Reach your target audiences in Hispanic television and radio markets across the country with MultiVu Latino Multimedia Broadcast Co-op Tours. The tours are scheduled and designed to provide the most value for your PR video dollars and the best Co-op ROI in the industry.

Through Co-op Media Tours you can clearly define your message points; then the Co-op team will develop compelling pitches, book interviews, secure studio time as well as production needs, arrange satellite space and finally track and report campaign metrics that prove ROI.



MULTIVU CO-OP TOUR FEATURES:

- Seven-hour window for TV, radio station bookings conducted in Spanish and English
- Recording of a generic interview segment in Spanish
- Participation is limited to a maximum of four sponsors per Co-op
- Live video webcast of the entire tour
- Editing of existing client B-roll to roll in during the SMT
- Pre-tour message training call with spokesperson
- Weekly usage reports with viewership figures based on Nielsen data
- Two airchecks from the tour
- Strategic placement of generic interview segment via DIRECTV En Español
- Spokesperson fee
- OVER 100 MILLION IMPRESSIONS GUARANTEED, INCLUDING:
 - **4+ Million Impressions** via Nationally Syndicated Segments; DirecTV en Español & Minuto 60, the top-of-the-hour headline Hispanic radio newscast
 - **80+ Million Impressions** (Estimated): Branded landing page including all participants of the Co-op SMT distributed to English and Spanish via PR Newswire's online syndication network (including 100 leading Hispanic sites)
[Example of our Landing Page in Spanish](#)
[Example of our Landing Page in English](#)
 - **34 Million Impressions** (Estimated) Online Video Distribution (OVD) of one video from the Co-op SMT day representing all participating brands
 - **415,000 Million Impressions** (Estimated Daily Impressions): Times Square Photo Distribution of your product/service image



CO-OP SMT SPOKESPERSON

See the attached calendar for scheduled spokespeople for each event.

Please note: The spokespeople are subject to change.

STRATEGIC PLACEMENTS

In an effort to help generate significant broadcast coverage of each Co-op we will provide strategic placements via DIRECTV En Español.

DIRECTV En Español (Audience 1+ million)

DIRECTV En Español airs on the following 20 networks: **TV Azteca, Caracol Television, Centro America TV, CNN en Español, Discovery en Español, Discovery Familia, ESPN Deportes, FOX Deportes, Galavisión, Mega TV, Nat Geo Mundo, SUR Peru, Universo, Telemundo, TUDN, Wapa America**

ADDITIONAL SERVICES

Please note: There will be an additional fee for these services.

Multimedia Distribution

Add another “pop” of publicity to your SMT by showcasing your photo, logo or image on the Reuters Sign in Times Square*. Gain even higher awareness for your program or product with the over 415K people who walk and drive through Times Square daily.

REACH HISPANIC AUDIENCES IN ENGLISH & SPANISH WITH DUAL-PAGE MULTICHANNEL NEWS RELEASE

Maximize engagement with both English and Spanish audiences across the U.S. Content is hosted on bilingual landing pages and published to PR Newswire’s English and Hispanic-interest online syndication networks.



** Display on the Thomson Reuters sign in Times Square is provided through a partnership with Branded Cities.*

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Broadcast Co-op Tour Schedule

Over the next few pages, you will find the current Co-op calendar for January to December 2021.

Please note: calendar is subject to change.

On average, 15 to 25 local and national television, radio and internet stations across the country will broadcast each of these segments during their newscasts. Participation is limited to four sponsors per Co-op and is determined based on availability and the news value of your message.

Title	Spokesperson	Location	Tour Description	Date
Parenting Tips	Jeannette Kaplun, Parenting Expert, Founder & Chief Content Officer of Hispana Global	NYC	Toys, games, family products	Mar '21
Tips for the Home	Julia Alzate, Interior Designer and Lifestyle Expert	NYC	Trends and tools for the home	Apr '21
New York International Auto Show	Jaime Florez, Auto Expert, Auto Radio Host	NYC	OEM's, Automotive Suppliers and Exhibitors	Apr '21
Cinco De Mayo	Chef Yvan Lemoine or Bren Herrera, Chef and Entertaining Expert	NYC	History, Activities, Food, Beverages and Decorations	May '21
Mother's Day Gift Ideas	Marines Duarte, Parenting Expert or Jeanette Kaplun, Parenting Expert and Founder & Chief Content Officer of Hispana Global	NYC	Gift ideas for all moms	May '21
Father's Day Gift Ideas	Martin Amado, Lifestyle Expert	NYC	Gift Ideas for every dad	Jun '21
Summer Party	Chef George Duran or Bren Herrera, Chef and Entertaining Expert	NYC	Food, beverages entertainment and activities to help kick off the summer	Jul '21
Health and Wellness	Claudia Gonzalez, Nutritionist	NYC	The latest news in health and nutrition	Jul '21
Summer Beauty	Kika Rocha, Beauty Expert or Mercedes Sanchez, Beauty Expert	NYC	Beauty tips and trends for the summer	Jul '21
Emerging Technology	Expert TBD	NYC	Hottest technology products and trends	Aug '21
Back to School for the Whole Family	Claudia Gonzalez, Nutritionist	NYC	Back to school nutrition and fitness tools for the family	Aug '21
Hispanic Heritage Month	Expert TBD	NYC	News, culture, food, recipes, beverages and traditions	Sept '21
Tips for the Home	Martin Amado, Interior Designer and Lifestyle Expert	NYC	The latest tools and products for the home	Oct '21
Holiday Entertaining	Rafael Palomino, Celebrity Chef	NYC	Food, Recipes, Beverages, Decorations, Games, Traditions & Entertainment	Nov '21
Gifts, Gifts, Gifts	Martin Amado, Lifestyle Expert	NYC	Holiday Gift Ideas For Everyone on Your List	Dec '21