

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 via DirecTV en Espanol & GLR Hispanic Radio Network
 - 80+ Million Impressions (Estimated): Branded landing page including all participants of the Coop SMT distributed via PR Newswire's Hispanic online syndication network (100 Leading Hispanic sites) [Example of our Content Marketing Kit \(CMK\)](#)
 - 34 Million Impressions (Estimated) On-line Video Distribution (OVD) of one video from the Coop SMT day representing all participating brands
 - 1.5 Million Impressions (Estimated Daily Impressions): Times Square Photo Distribution of your product/service image





Strategic placements on the 20 networks of DIRECTV En Español helps you reach your audience at home or on the go.



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: Telemundo, Azteca America, CNN en Español, NBC Universo, Galavisión, Discovery en Español, Discovery Familia, Nat Geo Mundo, Univision Deportes, ESPN Deportes, FOX Deportes, BelN Sports, GOL TV, History en Español, Caracol, Centro America TV, Mega TV, Sur Peru, Pasiones and WAPA America.

Contact us for more information at 800.653.5313 or multivulatino@multivu.com

Additional Services

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

- **Standard Multimedia Distribution**
Add another “pop” of publicity to your SMT by showcasing your photo, logo or image in Times Square*.
- **Premium Multimedia Distribution**
Gain even higher awareness for your program by showcasing your image in Times Square* and sharing your image with photo editors, archives and thousands of photo-only distribution points, including AP Photo Express and NewsCom.

Reach Hispanic Audiences in English & Spanish with Dual-Page Multichannel News Release

Maximize engagement with both English- and Spanish speaking audiences across the US. Content is displayed on dual-language custom-branded landing pages. Your message is shared nationally with consumers, journalists and bloggers via both the US1 national and National Hispanic distribution. Includes delivery to more than 100 leading Hispanic social networks and news sites as well reaching 7,500 contacts at 2,900 Hispanic media outlets.

* Display on the Thomson Reuters sign in Times Square is provided through a partnership with Times Square.²

Broadcast Co-op Tour Schedule

Below is the current Co-op calendar for January to December 2018. *Please note, the 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	Data	Deadline Data
Parenting Tips	Jeannette Kaplun, Parenting Expert, Founder & Chief Content Officer of Hispana Global	NYC	Toys, games, family products	Mar '18	Feb '18
Tips for the Home	Julia Alzate, Interior Designer and Lifestyle	NYC	Trends and tools for the home	Apr '18	Mar '18
New York International Auto Show	Jaime Florez, Auto Expert, Auto Radio Host	NYC	OEM's, Automotive Suppliers and Exhibitors	Apr '18	Mar '18
Cinco De Mayo	Chef Yvan Lemoine or Bren Herrera, Chef and Entertaining Expert	NYC	History, activities, food, beverages and decorations	May '18	Mar '18
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 '18	Apr '18
Father's Day Gift Ideas	Martin Amado, Lifestyle Expert	NYC	Gift Ideas for every dad	Jun '18	May '18
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 '18	Jun '18
Health and Wellness	Claudia Gonzalez, Nutritionist	NYC	The latest news in health and nutrition	Jul '18	Jun '18
Summer Beauty	Kika Rocha, Beauty Expert or Mercedes Sanchez, Beauty Expert	NYC	Beauty tips and trends for the summer	Jul '18	Jun '18
Emerging Technology	Expert TBD	NYC	Hottest technology products and trends	Aug '18	Jul '18
Back to School for the Whole Family	Claudia Gonzalez, nutritionist	NYC	Back to school nutrition and fitness tools for the family	Aug '18	Jul '18
Hispanic Heritage Month	Expert TBD	NYC	News, culture, food, recipes, beverages and traditions	Sept '18	Aug '18
Tips for the Home	Martin Amado, Interior Designer and Lifestyle Expert	NYC	The latest tools and products for the home	Oct '18	Sept '18
Holiday Entertaining	Rafael Palomino, Celebrity Chef	NYC	Food, recipes, beverages, decorations, games, traditions & entertainment	Nov '18	Oct '18
Gifts, gifts, gifts	Martin Amado, Lifestyle Expert	NYC	Holiday gift ideas for everyone on your list	Dec '18	Nov '18