MultiVu Multimedia Broadcast
2020 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 overage 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 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.
**Broadcast Co-op Tour Schedule**

Over the next few pages, you will find the current Co-op calendar for January to December 2020. **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.

<table>
<thead>
<tr>
<th>Title</th>
<th>Spokesperson</th>
<th>Location</th>
<th>Tour Description</th>
<th>Data</th>
<th>Deadline Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parenting Tips</td>
<td>Jeannette Kaplun, Parenting Expert, Founder &amp; Chief Content Officer of Hispana Global</td>
<td>NYC</td>
<td>Toys, games, family products</td>
<td>Mar '20</td>
<td>Feb '20</td>
</tr>
<tr>
<td>Tips for the Home</td>
<td>Julia Alzate, Interior Designer and Lifestyle Expert</td>
<td>NYC</td>
<td>Trends and tools for the home</td>
<td>Apr '20</td>
<td>Mar '20</td>
</tr>
<tr>
<td>New York International Auto Show</td>
<td>Jaime Florez, Auto Expert, Auto Radio Host</td>
<td>NYC</td>
<td>OEM's, Automotive Suppliers and Exhibitors</td>
<td>Apr '20</td>
<td>Mar '20</td>
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<tr>
<td>Cinco De Mayo</td>
<td>Chef Yvan Lemoine or Bren Herrera, Chef and Entertaining Expert</td>
<td>NYC</td>
<td>History, Activities, Food, Beverages and Decorations</td>
<td>May '20</td>
<td>Mar '20</td>
</tr>
<tr>
<td>Mother’s Day Gift Ideas</td>
<td>Marines Duarte, Parenting Expert or Jeanette Kaplun, Parenting Expert and Founder &amp; Chief Content Officer of Hispana Global</td>
<td>NYC</td>
<td>Gift ideas for all moms</td>
<td>May '20</td>
<td>Apr '20</td>
</tr>
<tr>
<td>Father’s Day Gift Ideas</td>
<td>Martin Amado, Lifestyle Expert</td>
<td>NYC</td>
<td>Gift Ideas for every dad</td>
<td>Jun '20</td>
<td>May '20</td>
</tr>
<tr>
<td>Summer Party</td>
<td>Chef George Duran or Bren Herrera, Chef and Entertaining Expert</td>
<td>NYC</td>
<td>Food, beverages entertainment and activities to help kick off the summer</td>
<td>Jul '20</td>
<td>Jun '20</td>
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<tr>
<td>Health and Wellness</td>
<td>Claudia Gonzalez, Nutritionist</td>
<td>NYC</td>
<td>The latest news in health and nutrition</td>
<td>Jul '20</td>
<td>Jun '20</td>
</tr>
<tr>
<td>Summer Beauty</td>
<td>Kika Rocha, Beauty Expert or Mercedes Sanchez, Beauty Expert</td>
<td>NYC</td>
<td>Beauty tips and trends for the summer</td>
<td>Jul '20</td>
<td>Jun '20</td>
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<tr>
<td>Emerging Technology</td>
<td>Expert TBD</td>
<td>NYC</td>
<td>Hottest technology products and trends</td>
<td>Aug '20</td>
<td>Jul '20</td>
</tr>
<tr>
<td>Back to School for the Whole Family</td>
<td>Claudia Gonzalez, Nutritionist</td>
<td>NYC</td>
<td>Back to school nutrition and fitness tools for the family</td>
<td>Aug '20</td>
<td>Jul '20</td>
</tr>
<tr>
<td>Hispanic Heritage Month</td>
<td>Expert TBD</td>
<td>NYC</td>
<td>News, culture, food, recipes, beverages and traditions</td>
<td>Sept '20</td>
<td>Aug '20</td>
</tr>
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<td>Tips for the Home</td>
<td>Martin Amado, Interior Designer and Lifestyle Expert</td>
<td>NYC</td>
<td>The latest tools and products for the home</td>
<td>Oct '20</td>
<td>Sept '20</td>
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<tr>
<td>Holiday Entertaining</td>
<td>Rafael Palomino, Celebrity Chef</td>
<td>NYC</td>
<td>Food, Recipes, Beverages, Decorations, Games, Traditions &amp; Entertainment</td>
<td>Nov '20</td>
<td>Oct '20</td>
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<tr>
<td>Gifts, Gifts, Gifts</td>
<td>Martin Amado, Lifestyle Expert</td>
<td>NYC</td>
<td>Holiday Gift Ideas For Everyone on Your List</td>
<td>Dec '20</td>
<td>Nov '20</td>
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