

WHY ADVERTISE?

TOP 15 REASONS

REASON 13: Because Customers Forget

Even companies with brand names such as Coke and Pepsi advertise daily. The reason is very simple- we, the customer forget without constant reminders. Each day a customer doesn't hear about your company, is one more day they start hearing about your competitor.

REASON 12: Advertising WORKS

Millions of manufacturers, retailers, service businesses, and individuals advertise every day. Over and over again. Because it works.

REASON 11: To Make More Sales

Advertising works! Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are most invariably the most successful.

Next month, countdown continues...

"The Customers Always Write"

Our grand opening was a complete success thanks to the exposure we received via Univision and TeleFutura Tampa. I am really glad that of all the options in advertising, I chose these to get my message out there to the entire Tampa Bay area. I would encourage anyone with a new business to give Univision and TeleFutura a try. It really works!

- Luis Burgos, Owner
Puerto Rico Restaurant

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Premios Juventud Rules the Airwaves

Univision blew away the competition as the fifth edition of its "Premios Juventud 2008" youth awards show delivered an average audience of 5.2 million viewers 2+, according to Nielsen's Fast National ratings, and catapulted the network to the #1 ranking for the evening (8p-11p) among Adults 18-34 and 18-49, persons 12-34, and kids 2-11. Additionally, 11.2 million people watched some or all of the 3-hour, star-studded



telecast. It was the most-watched edition ever, beating all broadcast networks, regardless of language, for the entire evening.

"Premios Juventud 2008" was also the #1 program of the evening among Adults 18-34, besting such English-language fare on other networks such as FOX's "Are You Smarter Than a Fifth Grader?" and "So You Think You Can Dance?" and ABC's "Ugly Betty" and "Grey's Anatomy". It was also the #2 program among Adults 18-49 and along with persons 12-34 averaged more viewers

in those demos than all of the network programs on ABC, CBS, NBC, FOX, and CW with the exception of FOX's "So You Think You Can Dance?".

The first and only awards show on Spanish-language television that celebrated the preferences of this country's young Hispanics, "Premios Juventud 2008" enjoyed significant increases compared to last year's telecast. Some of the large increases included +6% among viewers 2+, 9% among adults 18-34, and 8% among men 18-34.



Source: Univision e-release July, 2008



TeleFutura's Novelas and Shows Grow

Hispanic broadcast network, TeleFutura, has launched its first-ever prime time novela, *La Dama de Troya (The Lady of Troy)* this past June and



already has grabbed the attention of thousands of viewers. TeleFutura is currently one of the youngest broadcast networks in primetime with an estimated median age of 34. In June alone it had a one rating with persons 18-34 and reached on average 16,000 households Monday through Friday.

a story about a woman whose husband is killed on her wedding night, and she is left for dead, by a man intent on stealing her land, and how she survives to get her revenge. Patricia Cruz fears nothing. She has become a strong cowhand, able to overpower a young bull and ride a horse with extraordinary ability. After several years of hiding in a ranch, she returns to the town of Puerto Dorado,

roaming the crowded streets trying to identify her avenger.

The verdict is in! More viewers are watching TeleFutura's popular court show *Veredicto Final (Final Verdict)*. Almost a year since it had debuted, Judge Cristina Pereyra, former judge of the Eleventh Circuit Court, and the only real-life judge on Spanish-language television, has attracted 33,000 households in the month of June, giving *Veredicto Final* a one rating within persons 18-49.



Source: Nielsen Estimates Tampa June 2008

This spicy prime time novela is



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In the Community



More than 700 excited children and their families came to the Blue Cross Blue Shield Vida Sana event on July 12th to see a special performance and take photographs with Univision's Los Solecitos!

QUE PASA In August

Puerto Rican International EXPO
Saturday, August 30, 2008
11am—5pm

This expo features craft booths, plenty of international food vendors, mixed drinks with the flavors of the Caribbean, raffles, giveaways, and dancing to live music direct from Puerto Rico. Reserve your booth and expose your business at this great expo!



El Juego Supremo
Sunday, August 31, 2008
4:00—5:00pm

Reality soccer competition series: five soccer legends from Mexico and five from the Americas will participate. Together these legends will train a team of rookies with two legends from each team serving as the primary coaches. Ten talented amateur soccer players out of each coaching team will be given an opportunity of a lifetime. The relationships unfolding between the legends and the rookies will be the center of attraction of the show. At the end of each of the five one-hour episodes a match will mark elimination for teams. The final match between Mexico and the Americas will be broadcast live from a premier soccer stadium in the U.S.



Please contact your local Account Executive for more information on sponsorship opportunities for any of these events or specials.

American Diabetes Expo
Saturday, September 13, 2008
Florida State Fairgrounds

This highly interactive event will host activities for people of all ages including a Youth Zone for children filled with exciting activities that promote healthy living, a screening area providing diabetes, cholesterol, blood pressure, obesity, and kidney disease screenings, cooking & fitness demonstrations, and expert speakers in diabetes care and healthy living. Diabetes Expo provides the public with a unique opportunity to talk with health care experts and obtain important medical and nutritional information. This is the perfect opportunity to showcase your product or service to the Hispanic community.



CINEPLEX on TeleFutura
Saturdays and Sundays
2pm—7pm

Every weekend, TeleFutura's *Cineplex* brings movie lovers the best matinees on Spanish-language television. Action, adventure, comedy, drama... some of the favorite films of all time, and every one is in Spanish. Some of the films featured in August are "Formula 51", "Jurassic Park", "101 Dalmatians", "Scream 3: The Mask of Death", and "Revenge".

NEWS *In the News*

"Pinta los Solecitos" Color the Little Suns
The very anticipated "Pinta los Solecitos" promotion was a success this July! Over 600 children sent in their drawings. Several drawings were featured on the 6pm and 11pm newscasts. In addition, several children were invited as "reporteritos" (reporters) for the weather segment during Noticias Univision Tampa. Each child that sent in a drawing received a signed certificate by the news team for their participation in "Pinta los Solecitos".

she helps viewers understand the process of the digital television transition, what to do to prepare for the transition, and how to obtain converter boxes as well as government issued coupons for the boxes.

"Lunes Digital" Digital Mondays
Every Monday, 6pm and 11pm
"Al Despertar" morning anchor, Madeline Rivera features a segment on the DTV transition for February 2009. In her segment,

