

## WHY ADVERTISE? TOP 15 REASONS

### REASON 7: Advertise to Reach New Customers

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits.

### REASON 6: Advertise to Generate Store Traffic

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, the more possibilities you have to make sales and sell additional merchandise.

### REASON 5: Because Your Competition is Advertising

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition.

Next month, countdown continues...

## "The Customers Always Write"

"Our advertising agency has found great success for many of our clients by including Univision Tampa in our campaigns. The buying power of Tampa area Hispanics is impressive and with Univision Tampa we reach that audience."

Eugenia M. Murray, President of The Spot Marketing, Inc. Tampa, FL

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## "Nuestros Héroes" Celebrate Hispanic Heritage Month

Univision Communications, Inc. announced the launch of a comprehensive initiative in celebration of Hispanic Heritage Month to salute Hispanic American veterans and those serving in the armed forces. "Nuestros Héroes" (Our Heroes) features an extensive series of moving vignettes designed to recognize the valor and achievements of Hispanic men and women who have distinguished themselves in the U.S. Armed Forces throughout American history.

"Hispanics have a strong tradition of serving our country honorably," said Joe Uva, chief executive officer, Univision Communications Inc. "This campaign provides a window into the tremendous contributions of the millions

of Hispanic Americans who have served our country and in one small way that the Univision family is saying thank you."

Hispanics have served in every war since the founding of America. Today, nearly 11 percent of soldiers serving in the U.S. Armed Forces are of Hispanic origin and according to the U.S. Census there are more than one million Hispanic veterans. Hispanics also served in unprecedented numbers during the Vietnam War, where one in two



Hispanics who went to Vietnam served in a combat unit, one in three was wounded in action and one in five was killed.

Vignettes from the "Nuestros Héroes" campaign will premiere as program content on Univision's popular morning program "Despierta América" (Wake Up America) and will immediately transition into stand alone capsules. "Nuestros Héroes" will showcase a range of dedicated soldiers, from the three surviving Hispanic recipients of the Medal of Honor, the highest award for valor in action against enemy forces which can be bestowed upon a soldier; to recipients of the Purple Heart, awarded to soldiers who are wounded or killed in battle. Univision produced and developed the vignettes which will air through the end of the year with support from the U.S. Army.

Source: Univision.net Sept 2008

## Latin Grammy Awards Break Records

The 9th Annual Latin Grammy Awards will take place on November 13, 2008. It will be held at the Toyota Center in Houston, Texas and will be aired on Univision. Last year's Latin Grammy was held at Mandalay Bay in Las Vegas. It reached 12.6 million



viewers and was the biggest ratings draw in the eight-year history of the awards among the highly coveted 18-34 demographic. Among adults, 18-34, 2.3 million tuned in for

the telecast, which was also watched by 2.7 million persons, 12-34, for an overall average total viewership of 6.2 million, according to Nielsen Media Research's Fast NTL Ratings.

In the 18-34 age group, the Latin Grammy telecast edged out programs during the time period, including ABC's *Ugly Betty* (2.2 million); NBC's *ER* (2.1 million); CBS's *Survivor China* (1.9 million); Fox's *Are You Smarter than a 5th Grader* (1.5 million) and *Don't Forget the Lyrics* (1.3 million); and the CW's *Smallville* (1.3 million) and *Supernatural*

(747,000). It will be a truly unforgettable night of the music and stars that live in the heart and soul of every Latin music lover. Gloria Estéfan will be the Academy's "Persona Del Año" and will be the first female honoree for the award. Some of the nominees include Juanes, Marc Anthony, Gilberto Santa Rosa, Daddy Yankee, and Pepe Aguilar.



Source: Marketing y Medios Sept 2008



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## In the Community

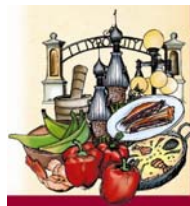


Francis and Fabiola, two lucky Univision Tampa contest winners, had the fortunate chance of meeting Enrique Iglesias in person at his September 24th concert in Ruth Eckerd Hall.

# QUE PASA In October

**Festival del Sabor**  
Saturday, October 11, 2008  
11am—6pm

Festival del Sabor returns to Centennial Park in Ybor City. There will be family entertainment, food, music, local artists, and a children's fun area. Recipe contests for amateur cooks will take place with prizes awarded. Expected attendance is between 5-7,000 people. Booths are available, so don't miss this chance to showcase your food, beverage, or service at Festival del Sabor.



**Latin Grammy**  
Thursday, November 13, 2008  
8:00pm—11pm

A magical, musical evening celebrating the rich heritage and diversity of Latin music's many forms, performed by some of the industry's biggest stars. Showcasing the multitude of rhythms and styles that make up the full spectrum of Latin music, some of today's most highly respected recording artists gave an intimate performance of their own and other legend's most famous and popular hits. A truly unforgettable night of the music and stars that live in the heart and soul of every Latin music lover.



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

**Navidad de Colores**  
December

*Navidad de Colores* (The Colors of Christmas) is an art contest which inspires children up to the age of 12 to materialize their sweetest imaginations of Christmas onto paper.

Drawn or painted, these pictures depict Christmas and/or Three Wise Men motifs and are judged weekly by station personnel.

Each week, for a period of five weeks, one winner is chosen in each of the following three age categories -- 4-6, 7-9, 10-12 -- and will be highlighted in a sponsorable segment on Saturdays during "*Sábado Gigante*" (8-11pm). These weekly winners will each receive prizes. The contest ends with an awards reception at the the Museum of Science and Industry in



January 2009. Community members will judge all of the winners' entries and choose three grand prize winners, one from each age category. The grand prize winners will each receive cash prizes, trophies, and a certificate of achievement.

## NEWS *In the News*

*"Election Topics"*  
Monday, October 13, 2008  
6pm and 11pm

Noticias Univision Tampa will be reviewing many issues and topics that Hispanic voters must be aware of during this important election year in the state of Florida.



*"Hispanic Heritage Month in Spain"*  
Monday, October 27, 2008 -  
Friday, October 31, 2008  
6pm and 11pm

In honor of Hispanic Heritage month, Noticias Univision Tampa's news director, Maria del Pilar Ortiz, takes us on a tour through Spain's northern cities covering its architecture, beautiful sights, and history along the way. This series will echo, "¡Que Viva España!"

