



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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Did You Know?

Co-op Advertising

- Cooperative advertising is a cost-sharing arrangement between a manufacturer, supplier, wholesaler or distributor, and your business in which the manufacturer pays for part of your advertisement.
- In exchange for paying a sizable portion of the ad, the manufacturer or supplier will want the ad to mention its product or business.

Co-op benefits:

- They allow you to reduce the cost of your current advertising or advertise more.
- They make it possible to extend your brand into areas where you may not have had much reach previously.
- For the manufacturer, it increases the overall awareness of the brand, increases their sales and increases their market share.
- Your company might be eligible for co-op advertising and your local WVEA-TV and WFTT-TV Account Executive can do the leg work for you.

Valentine's Day: A sign of things to come

The average consumer will spend \$100.89 on Valentine's Day, up from \$97.27 last year, according to the National Retail Federation's 2006 Valentine's Day Consumer Intentions and Actions Survey, conducted by BIGresearch.[1]

Many in the population are focusing on traditional and non-traditional gifts for that day. For example, a traditional gift can be flowers and jewelry. Hispanics bought \$1.5 billion worth of jewelry in 2005. Close to 50% of Hispanics shop at a national jewelry chain store or a local independent fine jeweler.[2]

Yellow gold is still the market's favorite metal. Diamonds are predictably popular, with over half citing them as favorites. However, nearly 20% prefer

jewelry made with colored gemstones. Yet the question begs to be asked: Why wait for just Valentine's Day to advertise to us? Many companies keep a constant branding campaign that heightens around certain holidays or events unique to Hispanics.

You have specific opportunities with this market, such as: the Quinceañera, when a girl turns 15, is a prime opportunity for jewelry sales. In addition tuxedo rentals, limousines, banquet halls, gowns, and dress purchases are superb occasions for you to capitalize on the Hispanic opportunity. Hispanics also buy more jewelry for Mother's Day or Father's Day than the general population.

However it is not all traditional gifts that make a blip on the radar. Non-traditional gifts index really well with Hispanics. 80% of Hispanics are more likely than non-Latinos to have an in-car DVD/video player. 66% are more likely than non-Latinos to own a plasma or large-screen TV. 34% are more likely than non-Latinos to have handheld devices such as iPods, Blackberrys and PDAs.[3]

Regardless of the nature of your retail business: banking, supermarket, automobile sales, or convenience store-you want to be a successful player in the growing Hispanic market.

[1] Source: National Retail Federation 2006
[2] Jewelry Consumer Opinion Council, MVI Marketing, Paso Robles, CA
[3] Hispanic Trends March/April 2005 FGI research Survey "Generation Si"

TeleFutura, #2 Spanish Language Network

The New Year heralded in the ascension of TeleFutura as the nation's #2 Spanish-language television network among the key demographic of Adults 18-34 in both Primetime and Total Day. TeleFutura surpassed Telemundo and continued its double-digit ratings growth momentum coming off its highest fourth quarter ever in the history of the Network.

In the first week of 2007, TeleFutura's Primetime audience (317,000) grew an additional +11% as Telemundo's audience (279,000) shrank an additional

-14% while its Total Day audience of Hispanic Adults 18-34 (165,000) surpassed Telemundo's (161,000).

On Thursday, November 30th, TeleFutura KFTR's Fútbol Liga Mexicana semifinal match between fierce rivals Chivas of Guadalajara and América of Mexico City delivered over half a million viewers 2+ -- that's all viewers, not just Hispanics -- beating ABC's "Ugly Betty", CBS' "Survivor" and "CSI", and NBC's "E.R." TeleFutura's achievement is even more impressive on the already competitive Thursday night line-up,

given these English-language networks all aired original programming.

What a great way to start the New Year," said Bert Medina, Senior VP and Operating Manager, TeleFutura Network. "Having just come off a record breaking 2006, TeleFutura's unique primetime lineup of "¿Que dice la Gente?" (Family Feud), blockbuster movies, and "Asi es la Vida" (This is Life) is clearly what Hispanic America is watching, and the network our competitors are watching out for."

Source: Nielsen Media Research NHTI

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In February

The Perfect Marriage Proposal
Saturday, February 10th, 2007

For the most romantic holiday of the year, Univision and TeleFutura Tampa have created an exciting "Real Love Story" traffic builder promotion for your business.



Noticias Univision Tampa will be featuring a couple becoming engaged to be married. Our news team will accompany the future fiancé to the sponsored jewelry store to choose the engagement ring. Your business will be featured in the segment thus creating publicity and recognition among the Hispanic community.

On Saturday, February 10th at Menengo's restaurant, the big question will be asked...

Will you marry me?



Premio Lo Nuestro
Thursday, February 22nd, 2007
from 8-11pm

Only 22 days left for the highly anticipated 19th Annual "Premio Lo Nuestro" (Lo Nuestro Latin Music Awards). The stage will be filled with the hottest names in Latin music and Univision will broadcast live from Miami. "Premio Lo Nuestro" is divided into the 5 most popular Latin Music genres of Pop, Tropical, Regional Mexican, Rock and Urban.

Please contact your local Account Executive for more information on sponsorship opportunities

Family Fiesta Days @ Tampa Bay Downs
Sunday, February 11th, 2007 from 12-3p

Track side fun for the family is hosted by Univision and TeleFutura Tampa. The equestrian-themed afternoon features Latin entertainment, local personalities, and free activities for children including pony rides, clowns, face painting and more. Average Attendance 1000+ per event.

Hispanic Job Fair
Thursday, February 22nd, 2007 from 9a-4p



The 2007 Hispanic Job Fair at the USF Sun Dome seeks to expand your network by giving you the opportunity to connect with bilingual professionals with similar goals and interests. There are many opportunities in the market and bilingual skills are very important today. Your sponsorship is an excellent opportunity to attract top Hispanic talent. Tampa Hispanics have a strong and considerable purchasing power of \$8.4 billion annually. We are certain that with your company's sponsorship you will establish a more intense connection and loyalty among the fastest growing portion of our community: the Hispanic population. It will definitely be the best strategic decision to expand your company's brand reach, promote more visibility, and establish public impact among our community.

NEWS *In the News*

The following are weekly sponsorable segments within Noticias Univision Tampa:

Pregúntele al Experto/Ask the Expert

Lawyers, doctors, police officers and other experts in their fields answer letters from our viewers. Airing Tuesdays at 6pm.

¿Quien es Quien? Who is Who?

This segment is dedicated to recognizing outstanding people in Tampa Bay's Hispanic community. We praise those hardworking, dedicated citizens that have made a difference. "Quien es Quien?" airs the second Tuesday of the month at 6pm and 11pm. Also, throughout the month a 30-second sponsorable version is used.

NUTS *And Bolts*



Univision Tampa recently took delivery of a new **Avid Deko Character Generator**.

The Deko 1000 systems delivers powerful on-air graphics capabilities. It is a state of the art character generator for news graphics and will make it's debut in February 2007. It will accept a wide variety of graphics files and will enhance the look of the newscast by adding light effects and other animated background effects.

OUTBOX

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Entravision
Communication
Corporation

In the Community



On January 13, 2007 Univision Tampa awarded the winners of the "Navidad de Colores" coloring contest with medals, trophies and savings bonds at The Museum of Science and Industry.