



## **Media & Sales Kit**

### **FORMAT**

- \_ *La Caja de Pandora “El Show”*
- \_ *Variety talk show with 2 female hosts talking about female issues but without gender discrimination. You will find a wide variety of international Spanish Rock music from many Latin American Countries and Spain. Rare versions of classic hits and regional bands. Two (2) hours of entertainment without equal!*
- \_ *Every Friday from 9:00pm to 11:00pm EST*

### **Target Audience**

- \_ *La Caja de Pandora targets Hispanic adults 18 and older!*
- \_ *We appeal to the general Hispanic market!*

### **Signal Strength**

- \_ *Broadcast through our 24hours Internet Station (Streaming Worldwide) La Caja de Pandora (Channel 1) at [www.lacajadepandorausea.com](http://www.lacajadepandorausea.com)*
- \_ *Simultaneous Broadcast using our webcam through Channel 3(U Stream).*

### ***Why advertise to Hispanic?***

- \*U.S. **Hispanic has more than \$650 billion in purchasing power**, expected to top \$1trillion by 2009.  
(Demographic trends article in the Tampa Tribune)

\*Many Hispanic households spend an average of **46 percentages more** on weekly grocery bills than the general population. (Emily Burg. Co-founder of Linea Capital)

\*Nearly **96,000 Hispanics live in Osceola County**, about 39 percent of the county's population of 243,000@ according to 2007 Census.

\*The state's Hispanic population is projected to more than double within 25 years to 6.4 million.

**Internet vs. Hispanic**, *There were 15.7 million Hispanic Internet users in the US in 2005, according to eMarketer. This total raised to 16.7 million in 2006 and by 2010 is expected to reach nearly 21 million. This means that by 2010 the number of Hispanic Internet users will approach the number of African-American users in the United States.*

## ***Hispanic Dynamics***

### ***Why advertise to Hispanics?***

#### ***Population Surge***

- **The Osceola County region has been a fast growing Hispanic community in the nation with growth of 120% grow 1990 B present.**

#### ***Income***

- **The median household income of Osceola County is \$50,389.**

#### ***Hispanic Descent***

- **Hispanics of Puerto Rican, Colombian, Venezuelan, and other South American origin comprise nearly 90% of Osceola County's Latino community. Those of Mexican and Cuban descent are close to another 10%.**

## *Why advertise to Hispanics?*

- Arbitron research shows that Hispanics spend more time with radio than the general market approximately 3.5 hours more per week and are bigger consumers of radio than of newspapers and television.
- Radio is the **most accessible free source of advertisement** that the Hispanic person can get, be it radio and music or other formats.
- Central Florida is the **fourth fastest growing** Hispanic Market among the Nation's top 25.
- La Caja de Pandora USA.com and La Caja de Pandora "El Show" targets listeners **18 years** old and up with a mix of Spanish Rock, Pop Ballads and Love Songs.
- Hispanics number about **96,000** strong in Osceola County, according to 2007 U.S. Census.
- Music is **a big part of our culture**. It's like food; it's what keeps us in touch with our culture.
- Osceola County's Hispanics population has grown more than **120%** in the last 10 years to an excess of **96,000**, and is expected to continue to be the fastest growing segment of the metro area in the coming years.
- ***Friday night*** all Hispanics go out to party or gather with friends to have a great time listening to good music. Listening radio while driving is must for Hispanic, and if staying home the Internet is used to keep in touch with their families abroad and while doing it they listen to our music. Our followers stay connected to us with using their smart phones with the Tunein Radio, Tunewiki and Ustream applications.

## *Sponsors Opportunities* **For La Caja de Pandora “El Show”**

### **PANDORA PLATINUM (MIN 12 MONTH CONTRACT) \$300 PER MO.**

- 3 Spots (30 seconds per show)
- 4 Intro & 4 Outré Recorded mentions per show by announcer
- A minimum of 200 spots per month on both our Internet Radio Stations La Caja (Channel 1) and Tropicalisima (Channel 2) on our website [www.lacajadepandoraus.com](http://www.lacajadepandoraus.com)
- Sponsor’s Flash Banner in [www.lacajadepandoraus.com](http://www.lacajadepandoraus.com) , linked to sponsor’s webpage
- Sponsor’s Ad wrapped on Mobile Unit (on the sides or front of the Van). Subject to space availability. Sponsor will pay the cost of the design and print of the wrap.
- Sponsor’s Logo on all Radio Station and Show printed promotional material.
- Two 4-hours event during the term of the sponsorship (with 30 days notice)

### **PANDORA GOLD (MIN 3 MONTH CONTRACT) \$150 PER MO.**

- 3 Spots (30 seconds per show)
- A minimum of 200 spots per month on both our Internet Radio Stations La Caja (Channel 1) and Tropicalisima (Channel 2) on our website [www.lacajadepandoraus.com](http://www.lacajadepandoraus.com)
- Sponsor’s Flash Banner in [www.lacajadepandoraus.com](http://www.lacajadepandoraus.com) , linked to sponsor’s webpage
- Sponsor’s Logo on all Radio Station and Show printed promotional material

**PACKAGE A - MONTHLY****\$100**

- 3 spots per show min. (30 sec.) 12 in total per month min.
- 100 spot on Internet Radio on [www.lacajadepandoraus.com](http://www.lacajadepandoraus.com) through both La Caja (Rock in Spanish) and La Caja #2 (Tropicalísima).

**PACKAGE B - MONTHLY****\$ 50**

- 100 spot on Internet Radio on [www.lacajadepandoraus.com](http://www.lacajadepandoraus.com) through both La Caja (Rock in Spanish) and La Caja #2 (Tropicalísima).

**INDIVIDUAL SPOT (ON “EL SHOW”)**

- 30 Sec. Spot \$25
- 60 Sec. Spot \$45

**Spot Production included in all plans. No copy of spot provided. If you wish to have a copy to be used in other media the cost of production is \$250.00 per spot (up to 1 minute).**

**INTERNET ADVERTISING (PER MONTH)**

<b>LOWER FLASH BANNER W/ LINK</b>	<b>\$50</b>
<b>LOWER BANNER</b>	<b>\$30</b>
<b>BANNER W/LINK ON PLAYER, VIDEO ROOM OR CHAT ROOM</b>	<b>\$75</b>

**MOBILE UNIT REMOTE**

<b>LA CAJA DE PANDORA MOBILE W/ GUESTS (4 HRS)</b>	<b>\$500</b>
<b>LA CAJA DE PANDORA MOBILE W/ GUESTS (2 HRS)</b>	<b>\$300</b>
<b>LA CAJA DE PANDORA MOBILE W/DJ (4 HRS)</b>	<b>\$300</b>
<b>LA CAJA DE PANDORA MOBILE NO DJ (4HRS)</b>	<b>\$200</b>
<b>LA CAJA DE PANDORA MOBILE NO DJ(2 Hr. PROMO)</b>	<b>\$100</b>

**MOBILE UNIT HAS INTEGRATED SOUND EQUIPMENT WITH WIRELESS MICROPHONES  
GUESTS - MARTHA LUCIA AND ILEANA LOPEZ “LA DIVA”**

# MOBILE UNIT ADVERTISING

A MINIMUM CONTRACT OF TWELVE (12) MONTHS IS REQUIRED

SIDE AD	\$300
BACK SIDE AD	\$1000

# **Bonus Notice:** *ALL THE SHOWS ARE RECORDED AND UPLOADED TO OUR WEBPAGE FOR LISTENERS TO HEAR ON DEMAND. YOUR AD WILL NOT BE EDITED FROM THE SHOW GIVING YOU AN AD TO BE HEARD FOREVER!*

## DJ SERVICES AND LIVE MUSIC EVENTS

DJ SERVICES	4HRS	\$400
	2HRS	\$250

MARTHA LUCIA	2HRS	\$400
"EL SHOW" W/ INTERNET BROADCAST		

GABRIEL CASIANO (LATIN ROCK)		
W/ FULL BAND		\$1000
W/ ACOUSTIC BAND		\$400
SOLO		\$200

MANUEL HERNAN (LATIN ROCK/SOCIAL)		
W/ ACOUSTIC BAND		\$400
SOLO		\$200

ORLYS EL TITERETE (URBAN/REGGAETON)		
W/ DANCERS		\$500
SOLO		\$200

ALL FEES FOR CENTRAL FLORIDA. FOR SHOWS OUTSIDE THE CENTRAL FLORIDA AREA TRAVEL EXPENSES, DIET AND SOME ADDITIONAL FEES MAY BE ADDED.



Producciones Colomboricua LLLP  
P.O. Box 421873  
Kissimmee, FL 34742-1873

321- 274-1738 Office  
407-386-7125 Fax  
Email: [info@lacajadepandorausea.com](mailto:info@lacajadepandorausea.com)  
Web: [www.lacajadepandorausea.com](http://www.lacajadepandorausea.com)