



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). Show recorded and available in mp3 format from our website www.lacajadepandorausea.com .*
- _ *Simultaneous Broadcast Scheduled through WBVL FIDELITY 95.7 FM (in Central Florida) Fidelity broadcast from Saint Cloud, FL in FM stereo. 95.7 Fidelity serves Osceola County Metro area reaching Kissimmee, Saint Cloud, Buenaventura Lakes, Poinciana, Haines City & Clermont. In combination with a 24 hours internet streaming worldwide through www.lacajadepandorausea.com .*

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.

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

PANDORA PLATINUM (MIN 6 MONTH CONTRACT) \$3000 PER MO.

- 3 Spots (30 seconds per show)
- 4 Intro & 4 Outré Recorded mentions per show by announcer
- 200 spot per month on Internet Radio on www.lacajadepandoraus.com
- Sponsor’s Top Flash Banner in www.lacajadepandoraus.com , linked to sponsor’s webpage
- Sponsor’s Lower Banner in www.lacajadepandoraus.com , linked to sponsor webpage
- Sponsor’s Logo linked to sponsor’s webpage on Player.
- Sponsor’s Logo on Mobile Unit (on the sides of the Van)
- Sponsor’s Advertisement wrap back side of van unit for a size 5 feet x 5 feet (van driven in the Central Florida area from Monday thru Friday, Saturday and Sunday for special events)
- 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) \$1500 PER MO.

- 3 Spots (30 seconds per show)
- 150 spot on Internet Radio on www.lacajadepandoraus.com
- Sponsor’s Flash Banner in www.lacajadepandoraus.com
- Sponsor’s Logo on Mobile Unit (on the sides of the van)
- Sponsor’s Logo on all Radio Station and Show printed promotional material

PACKAGE A - MONTHLY**\$200**

- 3 spots per show min. (30 sec.) 12 in total per month min.
- 100 spot on Internet Radio on www.lacajadepandoraus.com

PACKAGE B - MONTHLY**\$100**

- 100 spot on Internet Radio on www.lacajadepandoraus.com through both La Caja (Rock in Spanish) or 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)

TOP FLASH BANNER W/ LINK	\$250
LOWER BANNER W/ LINK	\$75
LOWER BANNER	\$50
BANNER W/LINK ON PLAYER, VIDEO ROOM OR CHAT ROOM	\$250

MOBILE UNIT REMOTE

LA CAJA DE PANDORA MOBILE W / GUESTS (4 HRS)	\$1 100
LA CAJA DE PANDORA MOBILE W/DJ (4 HRS)	\$750
LA CAJA DE PANDORA MOBILE NO DJ (4HRS)	\$500
LA CAJA DE PANDORA MOBILE (2 HR. PROMO)	\$200

MOBILE UNIT HAS INTEGRATED SOUND EQUIPMENT WITH WIRELESS MICROPHONES

GUESTS - MARTHA LUCIA AND IVONNE CAINS

MOBILE UNIT ADVERTISING

A MINIMUM CONTRACT OF SIX MONTHS IS REQUIRED

SIDE AD

\$500

BACK SIDE AD

\$1500

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!*



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