



# AMERICANO MEDIA

## 2023 Media Kit



# ABOUT US

With over 500 million Spanish speakers globally, Americano Media is the #1 multimedia platform to empower, inform and advocate the core values of this critical demographic in their native language.

Headquartered in Miami, Florida, Americano Media is owned and operated by Hispanics dedicated to providing the highest quality news and information possible. With 18 hours of original content available 24/7/365 on our mobile app, all major OTT and streaming platforms or, On Demand via our large podcast library.

**Americano Media is the voice of today's U.S. Hispanic.**



# DEMOGRAPHICS THAT MATTER

- There are **62.1 million** Hispanics living in the U.S., representing 19% of the population\*
- **Growing by 23%** from 2010 to 2020 vs. -9% for non-Hispanic demographics\*
- Their **median age is 29.8**, U.S. median age is 38.5\*
- **\$2.7 trillion GDP**, higher than all but 7 countries\*\*
- Hispanics are willing to **pay 18% more** for products and services that better meet their needs\*\*
- **Half of U.S. Hispanics have a weak allegiance to either party\*\*\***



# A MAJOR OPPORTUNITY

**39%** of Hispanics feel there is not enough representation of their identity group on TV.

**55%** say they are more likely to buy products from brands that advertise on content featuring someone from their identity group.

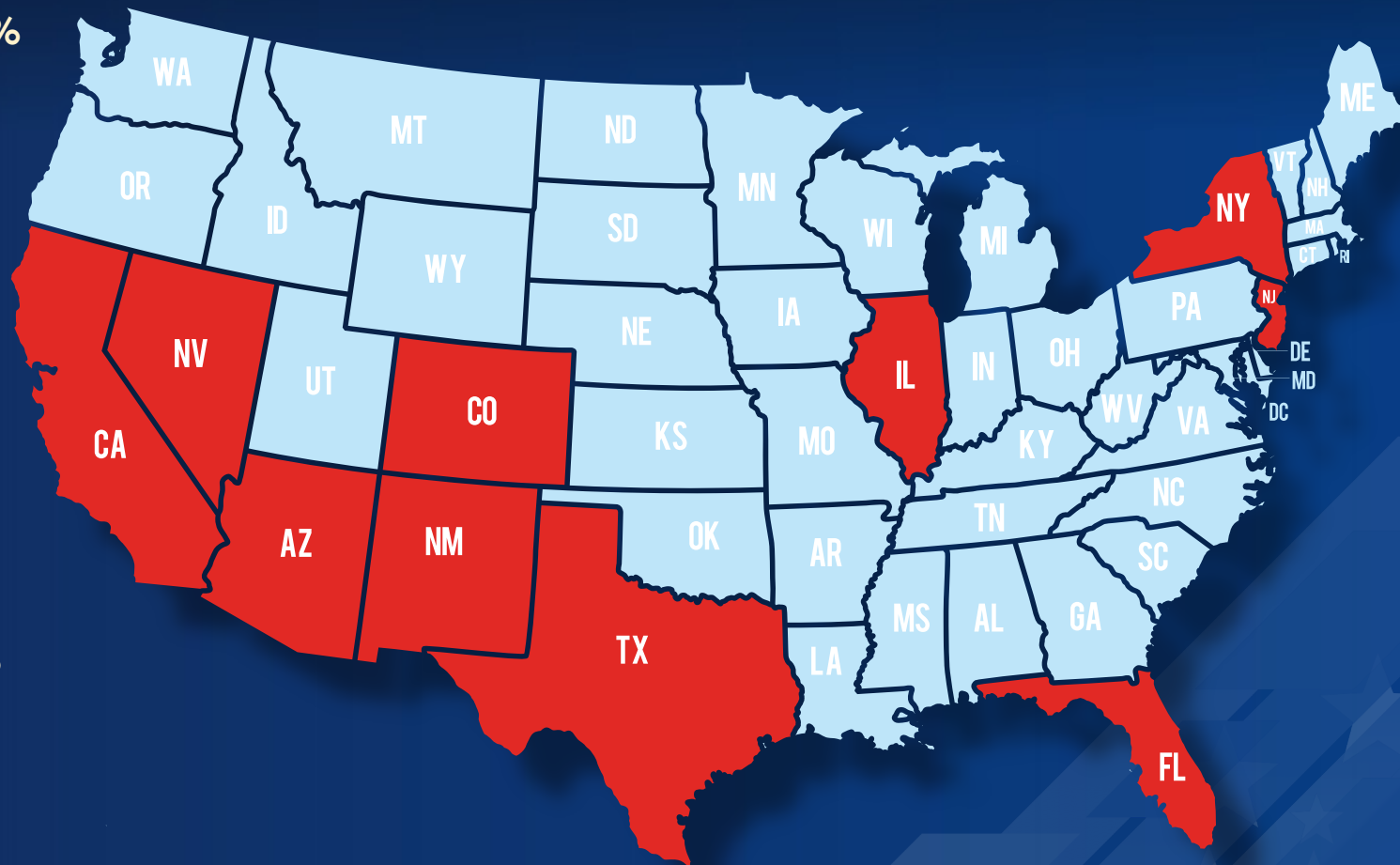
**60%** say they are more likely to watch content featuring their identity group.



# TOP HISPANIC STATES

#2 -#10 above the average for consumer spending

1. **New Mexico - 49%**
2. **Texas - 39%**
3. **California - 39%**
4. **Arizona - 31%**
5. **Nevada - 29%**
6. **Florida - 26%**
7. **Colorado - 22%**
8. **New Jersey - 20%**
9. **New York - 19%**
10. **Illinois - 17%**







# OUR MISSION STATEMENT

## **Americano Media**

We are committed to empowering the U.S. Hispanic community through credible and accessible information, frank discussion and unwavering advocacy with focused and entertaining content that aligns with its traditional values.



# CONTENT – INFORM AND ENTERTAIN

## NEWS



## POLITICS



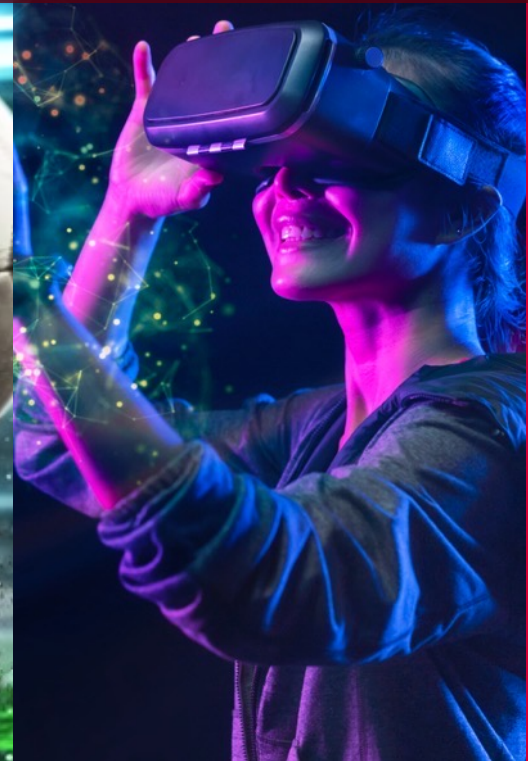
## BUSINESS



## SPORTS



## TECHNOLOGY







# AMERICANO MEDIA®

## ESTO ES REAL

AMERICANO  
MEDIA



# PROGRAMS

## AMERICANO MEDIA ACTUALIDAD DE LUCIA NAVARRO

A wrap up of the day's events in the U.S. and abroad, **Lucia Navarro** speaks with top experts on current issues most impactful to Hispanic Americans. Five-time Emmy nominated, Navarro presents a relatable picture of the day's events and why it is crucial to understand them.

## AMERICANO MEDIA BATTLEGROUND

**Jesús Marquez** boldly delivers real issues that tip the balance of political power in critical swing states. In Battleground Americano, our host investigates the strategies, results and curve balls in the journey to capture the vote.

## AMERICANO MEDIA AMERICANO NOTICIAS

Through objective and refreshingly transparent journalism, **Paola Serna** takes on the news that matter. Serna focuses on news from the world and their impact on the lives of the Hispanic community in the United States.

## AMERICANO MEDIA Buenos Días AMERICANO

Every morning **Gaby Perozo** and **Nelson Rubio** present a fresh perspective on the most talked about topics in the country. Buenos Dias Americano is the perfect blend of humor and information with your morning coffee.

# PROGRAMS



These days it is hard to see the truth. **Freddy Silva** dissects the double-speak and spin of the media and brings the facts to light with an unfiltered passion for exposing lies and propaganda. This is a don't-miss hour.



Understanding the financial world is fundamental to anyone's economic stability. **Raul Mas Canosa** expertly analyzes the intricacies and behavior of money, from the stock market to personal investments to the family check book.



Four strong and insightful Hispanic women vs. one male guest - he doesn't stand a chance! **Catalina Stubbe, Federica Guzman, Gabriela Perozo, Carolina Tejera** discuss important issues in a fun, informative and often surprising discussion format.



International analyst **Marcelo Lopez Masía** reviews and deconstructs current events throughout the Western Hemisphere and their impact on American politics and society. Tune in for a fascinating window into our connected world.



# PROGRAMS



**Lourdes Ubieta** is a journalist of the highest integrity and ethical standards. Her analysis and interviews on world events impacting the United States are fact-filled and enlightening. An hour of what news is meant to be.



Democracy requires an open debate. Every night, Democrat **Jose Aristimuño** and Republican **Jimmy Nieves** discuss and at times clash over politics in the United States. J&J PRIMETIME invites the audience to join in the debate. We honor all voices.



**Carolina Tejera** delves into fashion, art, music, cooking, and sports highlighting the trends that define Hispanic style. LifeStyle Americano celebrates what makes us uniquely Americano.



Start your day with Nelson and his direct, clear, and irreverent style. **Nelson Rubio** asks the questions that matter most to Hispanics and he serves the answers up in a friendly way that is just perfect for the morning commute.

# PROGRAMS



**Lucia Navarro, Gaby Perozo, and Lourdes Ubieta:** each of these renown and seasoned journalists offer their unique take on the pressing issues of the day. No other program has this combination of experience, chemistry and singular insight.



With her one-of-a-kind direct style, **Dania Alexandrino** exposes the issues that affect Americans. Without censorship and in a clear way, in Hablando de Frente, Dania questions, reflects, and analyzes what others do not dare.



**Sergio Berensztein, Fabian Calle, and Santiago Montoya** are on the list of who's who in the world of economic journalism. They report on real-time global economic trends and the common threads equipping us to anticipate the impact on the Western Hemisphere.



# PROGRAMMING TV SCHEDULE

## AMERICANO TV GRID

TIME	SOURCE	STATUS	WEEKDAY M-F
6:00a-7:00a	STUDIO A	LIVE ->	NELSON!
7:00a-8:00a	STUDIO A	LIVE ->	BUENOS DIAS AMERICANO
8:00a-9:00a	STUDIO A	LIVE ->	BUENOS DIAS AMERICANO
9:00a-10:00a	REMOTE / LATAM	LIVE ->	DESDE LA SALA DE NOTICIAS
10:00a-11:00a	REMOTE / LATAM	LIVE ->	DESDE LA SALA DE NOTICIAS
11:00a-12:00p	STUDIO A	LIVE ->	LIFESTYLE EN AMERICANO
12:00p-13:00p	STUDIO A	LIVE ->	EN DESVENTAJA
13:00p-14:00p	STUDIO A	LIVE ->	LOS MILENNIALS
14:00p-15:00p	REMOTE / FLORIDA	LIVE ->	ENTRE LINEAS
15:00p-16:00p	REMOTE / FLORIDA	PRE-TAPE ->	PODER Y DINERO
16:00p-17:00p	Studio A	LIVE ->	EL MERCADO Y MAS
17:00p-18:00p	REMOTE / DC	LIVE ->	PELIGROSAMENTE JUNTAS
18:00p-19:00p	STUDIO A	LIVE ->	AMERICANO NOTICIAS
19:00p-20:00p	STUDIO A	LIVE ->	J Y J PRIMETIME
20:00p-21:00p	REMOTE / FLORIDA	LIVE ->	HABLANDO DE FRENTE
21:00p-22:00p	REMOTE NEVADA	LIVE ->	BATTLEGROUND AMERICANO
22:00p-23:00p	STUDIO A	LIVE ->	ACTUALIDAD con LUCIA NAVARRO
23:00p-12:00a	REMOTE / FLORIDA	PRE-TAPE ->	AMERICANO NOTICIAS



AMERICANO  
MEDIA®  
**EN VIVO**

# PROGRAMMING RADIO SCHEDULE

## AMERICANO RADIO GRID

6:00AM-7:00AM	NELSON CON NELSON RUBIO
7:00AM-8:00AM	BUENOS DIAS AMERICANO
8:00AM-9:00AM	BUENOS DIAS AMERICANO
9:00AM-10:00AM	DANIA ALEXANDRINO
10:00AM-11:00AM	DANIA ALEXANDRINO
11:00AM-12:00PM	LOURDES EN AMERICANO
12:00PM-1:00PM	LOURDES EN AMERICANO
1:00PM-2:00PM	LOURDES EN AMERICANO
2:00PM-3:00PM	ENTRE LINEAS
3:00PM-4:00PM	LOS MILLENNIALS
4:00PM-5:00PM	LOS MILLENNIALS
5:00PM-6:00PM	J & J DRIVETIME
6:00PM-7:00PM	J & J DRIVETIME
7:00PM-8:00PM	BATTLEGROUND AMERICANO
8:00PM-9:00PM	BATTLEGROUND AMERICANO
9:00PM-10:00PM	BATTLEGROUND AMERICANO
10:00PM-11:00PM	ACTUALIDAD con LUCIA NAVARRO
11:00PM-12:00PM	AMERICANO NOTICIAS



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MEDIA®  
**RADIO**



# SAMPLE HOUR CLOCK

Segment	Length (mm:ss)	in	out
Legal ID	0:10	0:00:00	0:00:10
Segment 1	12:00	0:00:10	0:12:10
Bumper	0:15	0:12:10	0:12:25
BREAK 1	3:00	0:12:25	0:15:25
Rejoiner / Imaging	0:15	0:15:25	0:15:40
Segment 2	11:00	0:15:40	0:26:40
Bumper	0:15	0:26:40	0:26:55
BREAK 2	3:00	0:26:55	0:29:55
Rejoiner / Imaging	0:15	0:29:55	0:30:10
Segment 3	11:00	0:30:10	0:41:10
Bumper	0:15	0:41:10	0:41:25
BREAK 3	3:00	0:41:25	0:44:25
Rejoiner / Imaging	0:15	0:44:25	0:44:40
Segment 4	11:00	0:44:40	0:55:40
Bumper	0:15	0:55:40	0:55:55
BREAK 4	3:00	0:55:55	0:58:55
Rejoiner / Imaging	0:05	0:58:55	0:59:00
Segment 5 pretape / Live Sponsor	1:00	0:59:00	1:00:00

# PLATFORM STRENGTH – GET CONNECTED

**Your message.  
Anytime and  
everywhere.**

- OTT Streaming on all major platforms
- Multi-function mobile app
- Vast podcast library
- And much more





# PLATFORMS – GO BIG!

**125+**

**Million Viewers**

**Roku**

**Apple tv**

**fire tv**

**120+**

**Million Listeners**

 **Spotify®**

  
**audible**

 **Apple Podcasts**



# Partnership Opportunities

Team Up and Win



# REACH, DISCOVERY & CONVERSION PACKAGES

## Title Sponsorship Packages

Americano Media offers special “naming rights” sponsorship packages for each of our original programs. Title sponsorships include:

- **Top of the hour mentions** – rotation of 15 segments of 15-second commercials each week
- **TV ad inserts** – three 30-second commercials daily (15 per week)
- **App banners** – interstitial images in our app, displayed hourly
- **“Special event” packages**

Distribution includes all OTT TV platforms and our app for iOS and Android.

# REACH, DISCOVERY & CONVERSION PACKAGES

## In-App / Website Feature Sponsorship

Maximize your reach with brand image insertions on the Americano Media website and downloadable app for iOS and Android.

- **Login / home screen sponsorships**
- **Interstitial image rotations**
- **Redirect** users to your company's e-commerce or online assets
- Choose from a variety of banner, tower, ¼ page, ½ page or full-page placement options

Website and app insertions may be bundled with other advertising packages or purchased à la carte.



# REACH, DISCOVERY & CONVERSION PACKAGES

## Segment Sponsorship

Segment sponsorships provide for branded content segments on any Americano Media original or special programming broadcast.

Segment sponsor insertions are 15-second announcements at the beginning of the content segment:

**"This portion of today's broadcast is brought to you by [your brand name and tagline]."**

Include these as a low-cost add-on to increase reach and maximize impressions of your overall advertising strategy.



# REACH, DISCOVERY & CONVERSION PACKAGES

## Special Event Programming Packages

Americano Media will often produce, promote and broadcast **"Special Programming"** in addition to its daily programming lineup. Advertisers receive the added benefit of Americano's aggressive promotion of these segments, drawing in additional viewers and listeners during these special broadcasts.

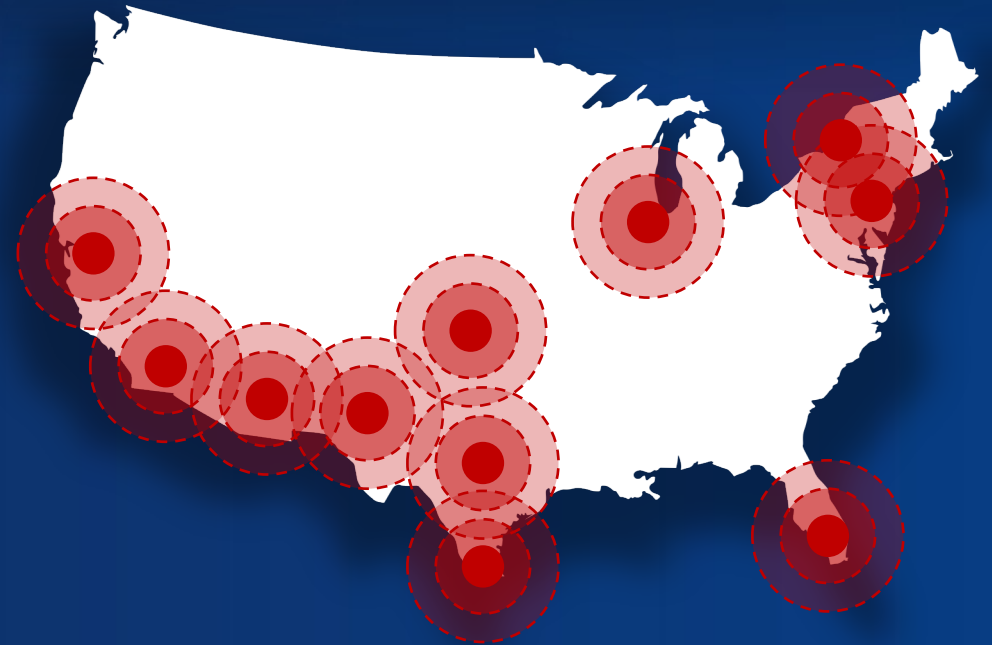
Special event placement may be included in some sponsorship packages or may be purchased à la carte based on demand and availability.



# REACH, DISCOVERY & CONVERSION PACKAGES

## Geographic / DMA Specific Placement

The reach of OTT / CTV is ubiquitous. Americano Media can help you **target specific DMAs** with focused reach and maximum impressions based your marketing and branding needs.



# REACH, DISCOVERY & CONVERSION PACKAGES

## Run-of-Network Buys

Unleash the full potential of your campaign and maximize impressions and frequency with a Run-of-Network package today.

Your ads will be broadcast on **every distribution platform** including OTT / CTV, our website, iOS and Android app, radio syndication and OTA subchannels.







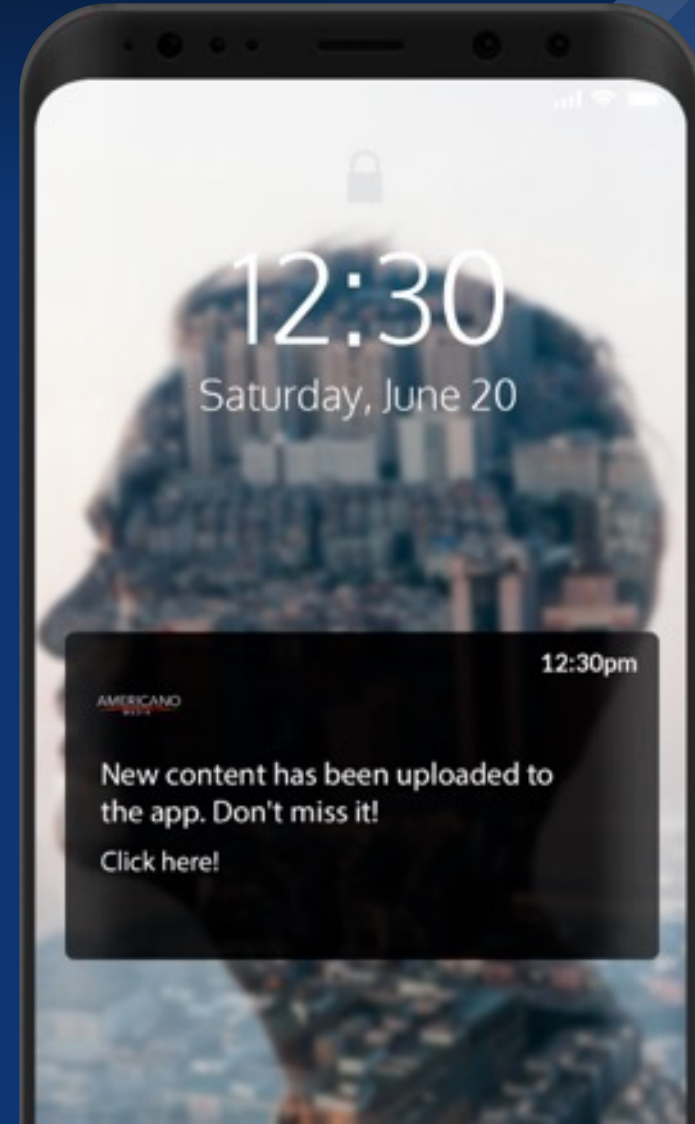
# Mobile App & Website Advertising

Optimize Your Reach

# MOBILE APP

## Message Alerts

The ideal way to add value to your brand's interaction with its customers. Send messages directly to users about upcoming events, important news or promotions! These custom alerts can also carry embedded redirects to a URL of your choice.

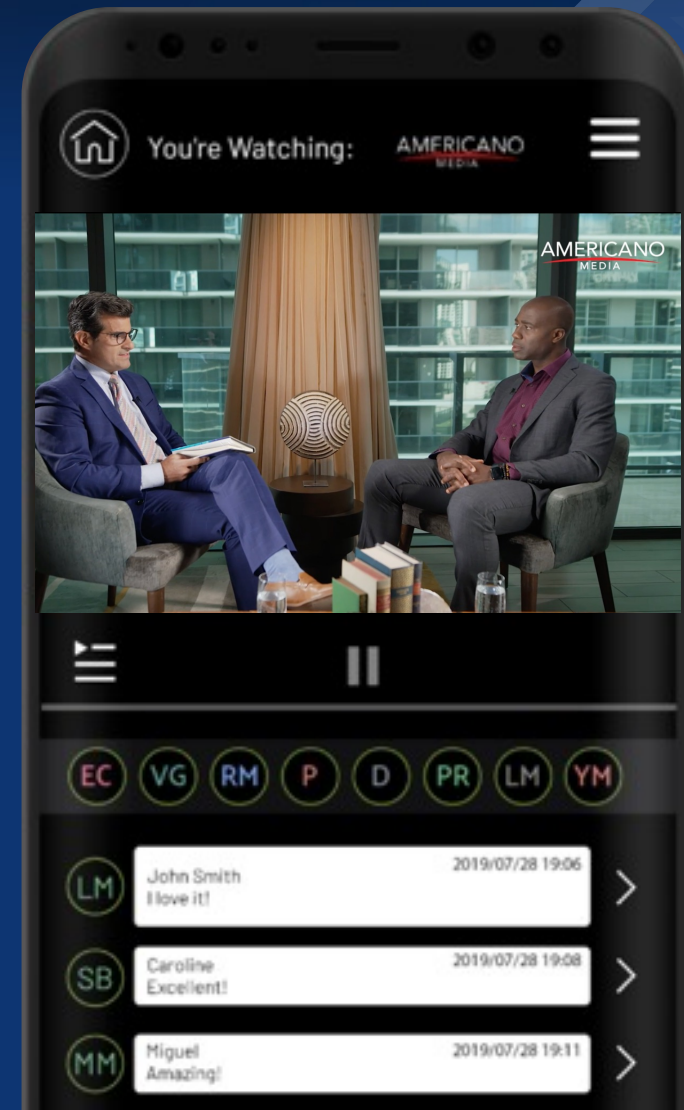




# MOBILE APP

## Chat Function

Real-time interaction with your current and potential customers is possible with our chat technology. This allows you to connect with our audience on a personal level, ask questions, comment yourself or through one of our influencers, or just sit back and collect actionable insights.



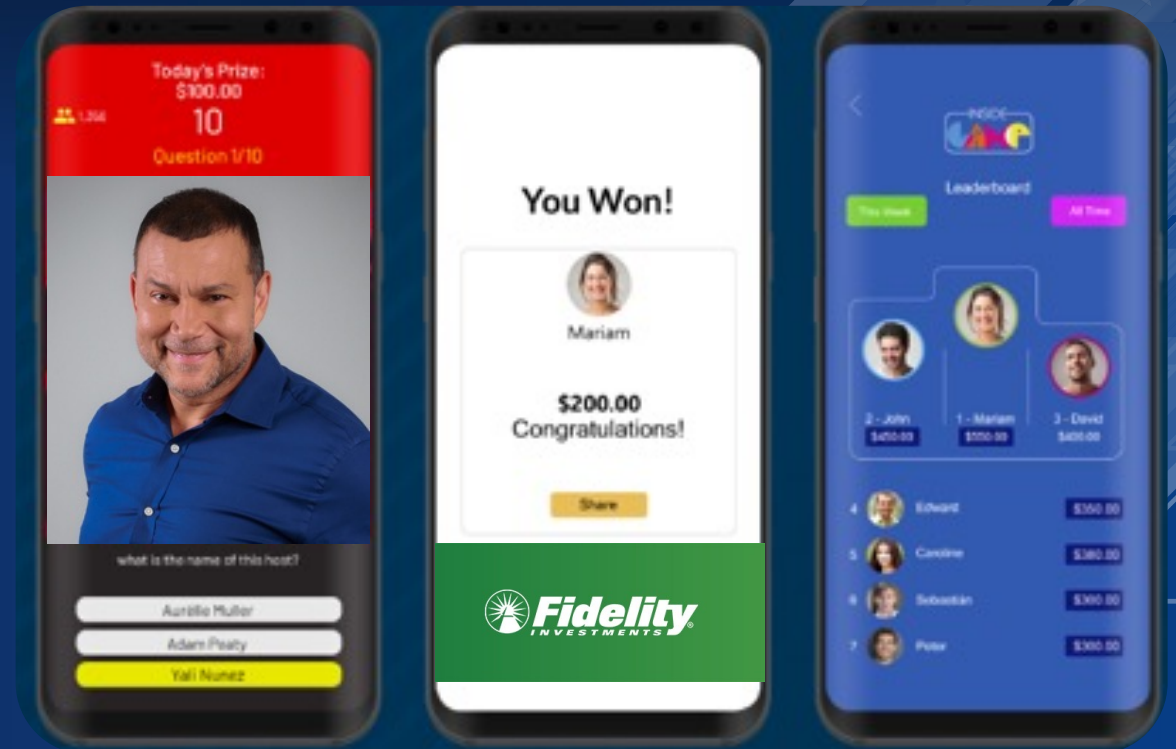


# MOBILE APP

## Branded Gaming

Rewards-based ad experiences are proven to be some of the most effective. Test the audience's skill or knowledge in an engaging and competitive mobile game.

Or take it to the next level and work with our team to develop a custom game just for you!



# MOBILE APP

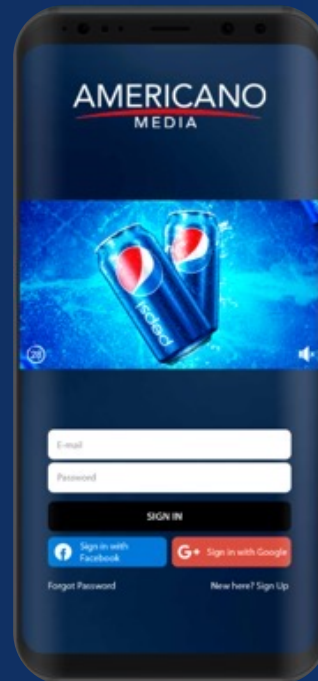
## Splash-Screen Ad

Promotion on the first screen that users see; partial or full screen!



## Login Ad

Catch users' attention when they register; seen on every use.



## Feature Ad

Banner or video, premier location and clickable / actionable.



## Scroll Ad

Banner placed in the menu of programs; single or sequential.



# WEBSITE ADVERTISING

## Desktop Banner Ads

We offer a multitude of traditional banner options on most of Americano Media's online properties. These can be standalone efforts or in concert with a larger campaign. Banners are great for message reinforcement with targeted promotions.



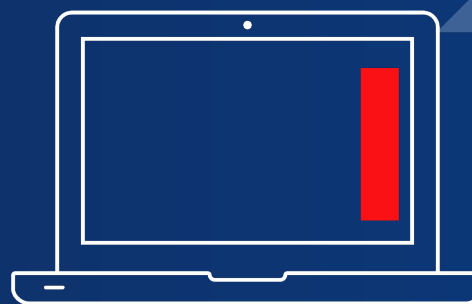
**Leaderboard**

728x90



**Medium  
Rectangular**

300x250



**Wide Skyscraper**

160X600



**Half Page Ad**

300X600



# CROSS PLATFORM

## Inside-Stories™

User generated content with real stories around your brand in the Hispanic community. Add influencer marketing campaigns and built-in monetary reward systems to accelerate your campaign.

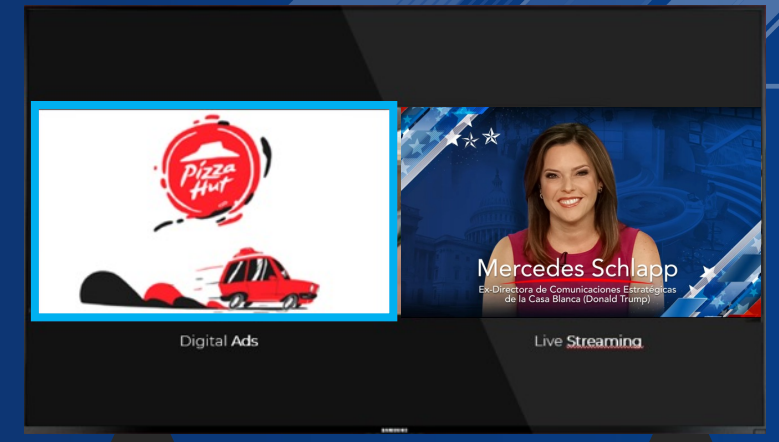
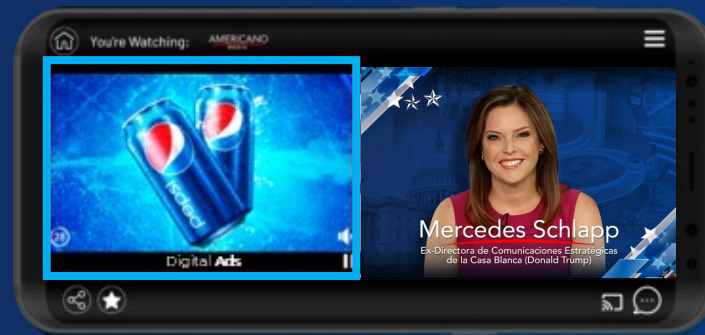
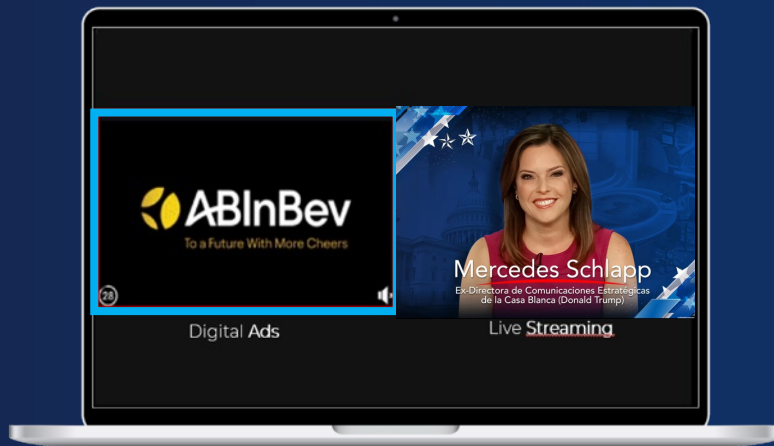


Take your Inside-Stories even further with TV program integration, connecting second screen to first screen.

# CROSS PLATFORM

## Inside-Ads™

Our patented digital ads tech replacing pre-roll or skip ads, this tool allows your advertisement to be shown in the least intrusive way possible. This unique placement is available on all your consumers' connected devices.

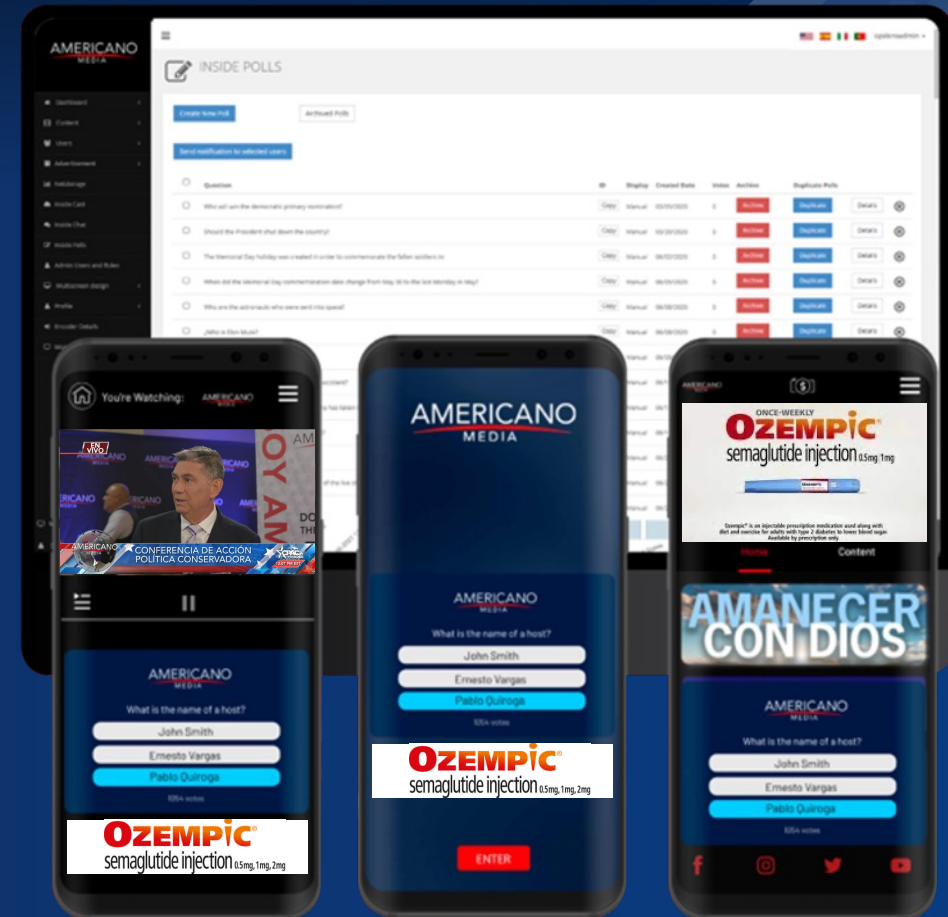


# CROSS PLATFORM

## Polls

Let users know that their vote counts, in real time. By asking questions and showing the results, your brand is demonstrating that it truly cares about its customers and what they have to say.

As a bonus, this tactic allows for data collection on audience preferences and thoughts on specific topics for greater understanding of your customers.





# CONTACT

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Scan to visit our website  
and download the  
Americano Media app!

