



# THE SIZE

\$2 trillion  
U.S. Hispanic and Latin American  
Investment Markets

# THE MARKET

LatinVisionFinance.com

ARE YOU AN **ENTREPRENEUR** LOOKING FOR CAPITAL?

ARE YOU AN **INVESTOR** LOOKING TO FINANCE START-UPS?

**START-UPS**

Need Capital?

ARE YOU A **BUSINESS OWNER OR MANAGER** LOOKING FOR FUNDS?

ARE YOU AN **INVESTOR** LOOKING TO FINANCE EXISTING BUSINESS?

**EXISTING BUSINESS**

## 2012 Online Media Kit

[www.latinvisionfinance.com](http://www.latinvisionfinance.com)

[www.latinvisionfinance.com/sponsors.pdf](http://www.latinvisionfinance.com/sponsors.pdf)

# Who We Are / Our Network



## Our Company

LatinVision Media, Inc. is a New York-based company that connects and promotes businesses, entrepreneurs and professionals to the US Hispanic and Latin American markets. LatinVision also operates various business portals, blogs, and news sites, and hosts year-round [Marketing to Latinos Conferences](#) and [Business Networking Events](#). Become a member to our network: [www.latinvision.com](http://www.latinvision.com)

## Conference Series

[www.latinvision.com/marketing](http://www.latinvision.com/marketing)



- |             |  |
|-------------|--|
| Travel      | <a href="http://www.latinvision.com/conference/travel">www.latinvision.com/conference/travel</a>   |
| Sports      | <a href="http://www.latinvision.com/conference/sports">www.latinvision.com/conference/sports</a>   |
| Latinas     | <a href="http://www.latinvision.com/conference/latinas">www.latinvision.com/conference/latinas</a> |
| CEOs Summit | <a href="http://www.latinvision.com/conference">www.latinvision.com/conference</a>                 |
| Banking     | <a href="http://www.latinvision.com/conference/banking">www.latinvision.com/conference/banking</a> |
| Investment  | <a href="http://www.latinvisionfinance.com/conference">www.latinvisionfinance.com/conference</a>   |

FOLLOW US ON >>



## A Powerful Audience

LatinVisionFinance.com readers are business leaders

**61%** of LatinVisionfinance.com readers are C-level/entrepreneurs/Owners/Partners at their firm

**67%** work for growing businesses (under 100 employees)

## Demographics

LatinVision Finance readers are successful, educated and affluent

Median age: **44 years** > 56% male - 44% female

College grad/post grad: 61% Median household income: **\$76,418**

Source: company stats

LatinVision Finance reaches the leading decision makers at start-ups and existing fast-growing companies. Our readers are wealthy consumers, frequent travelers and early adopters of cutting-edge technology

Are frequent visitors

- 6 page views on average per unique visit
- 54% use LatinVisionfinance.com at least once per week
- Average length of visit–12 minutes
- E-mail newsletter circulation – 15,000

### Size of U.S. Hispanic Population

Hispanic-American	2005	2006	2007	2008	2009	2010	2050
Total in millions	38.1	39.3	40.4	41.5	42.6	47.7	102,5
% of U.S. population	13.3	13.5	13.8	14.1	14.3	14.6	24.4

Source: Magna Global Analysis, US Census Bureau. Note: Estimated

### Top Ten U.S. Hispanic Markets

Top Ten Markets	Population	% of DMA Population
1 Los Angeles	7800	41
2 New York	4300	19
3 Miami	1800	41
4 Chicago	1800	17
5 Houston	1800	30
6 Dallas	1500	22
7 San Francisco	1500	17
8 San Antonio	1300	55
9 Phoenix	1200	25
10 Rio Grande Valley	1000	95

Source: Northwestern U, Nielsen, SRC, Multi-channel News, Adweek, MPA, American Demographics et.al

### Growth in Number of Hispanic-owned Companies

Hispanic-owned companies are among the fastest-growing minority-owned businesses.

Hispanic enterprises	2004	2006	2008
Total	2.0mm	2.7mm	3.0mm

Source: HispanTelligence

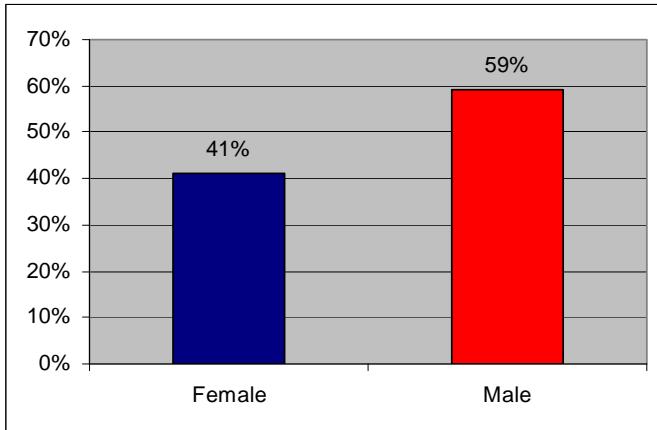
## Purchasing Power of U.S. Hispanics

### Hispanic Market

	2004	2010	2015
Total	\$700 bill	\$1 trill	\$1.5 trill

Source: HispanTelligence

### Gender



### Overview

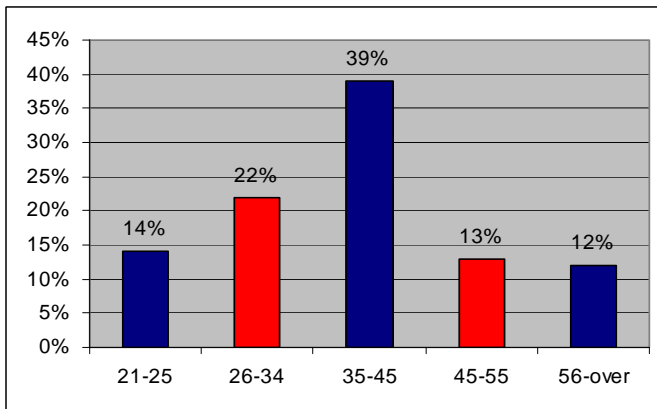
Three in four LatinVision users are U.S.- born. Nearly nine in ten who are foreign-born have lived in the U.S. for 10 + years.

76.1% were born in the U.S.  
23.9% are foreign-born

U.S.-born Hispanics represent 90% of Hispanic market growth.

Source: U.S. Census 2000

### Age

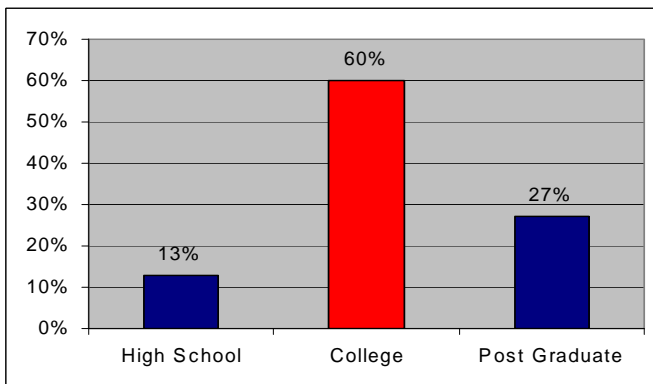


Young, educated, influential people on the rise

The Hispanic age profile is pyramid-like. Nearly 40 percent are below the age of 19, compared with 29 percent for the total population.

Hispanics now account for nearly 14% of the U.S. population but only 3.2 percent of total advertising spending (Association of Hispanic Advertising Agencies).

### Education



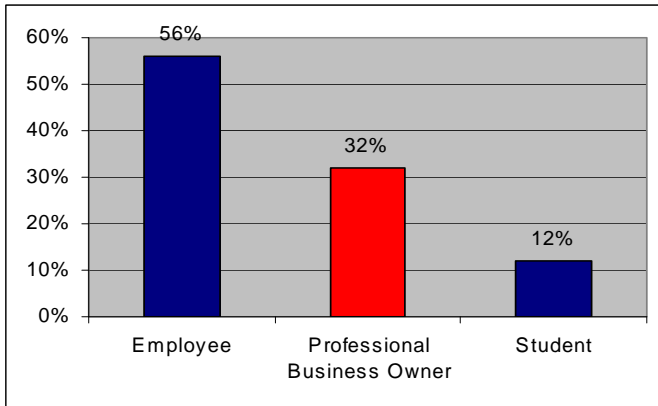
As of 2002, there were 1.656M Hispanics enrolled in college.

In 2002 Hispanics earned 10.1% of associate degrees; 6.4% of bachelor's degrees; 4.6% of master's degrees; 4.9% of first-professional degrees; and 3.2% of doctorate degrees awarded.

Source: www.Hacu.net / U.S. Census 2000

# Demographics

## Occupation



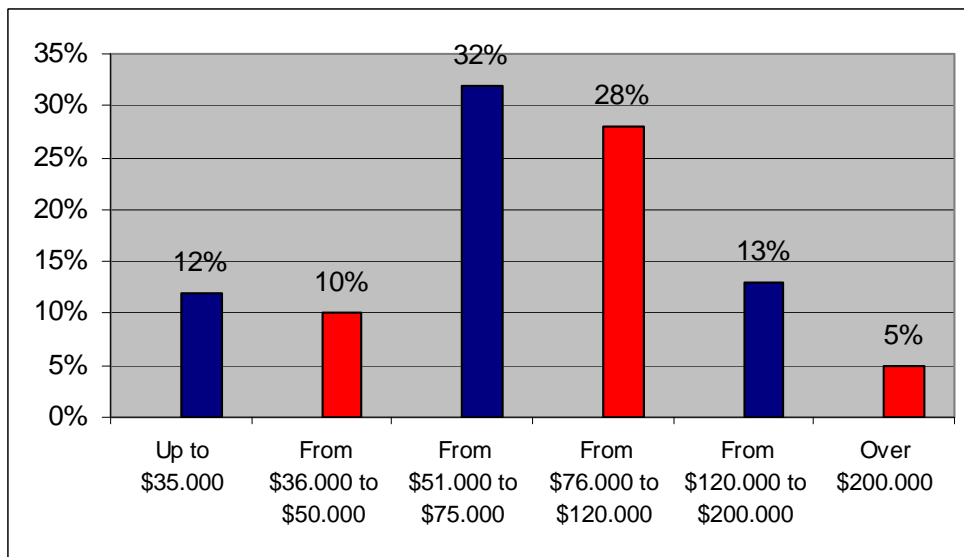
## Overview

Hispanics now account for more than a quarter of all new entrants into the labor force.

They speak English at work and at home or both Spanish and English.

Half of the nation's working Hispanics reside in California (31.1%) or Texas (18.9%).

## Income



Our users have incomes above the U.S. average; thus, they have the discretionary income to buy premium products.

We estimate that at least 90% of Hispanics have investment portfolios valued at \$90,000.

## General Business Statistics

The successful Hispanic is bilingual. More than 75% of U.S. Hispanics speak excellent English.

Hispanic businesses are found nationwide; the majority is small- and medium-sized companies:

01-25 employees	47%	100-999 employees	13%
26-99 employees	13%	1,000+ employees	24%

**LatinVisionFinance.com's** unique combination of a comprehensive daily news service plus Web access to search our vast database and use our tools and resources helps start-ups and existing companies to raise funds or capital and investors to find and track investment opportunities, market trends, scope out competitors, find co-investors and strategic partners, accelerate your due diligence, and stay ahead of the competition

## **Elevator Pitch**

If they can say it, they can write it. An opportunity for entrepreneurs to get early feedback on their idea and presentation style and win \$100 every month

## **Business Plan Competition**

Open to all entrepreneurs! The Executive Summary Business Plan of the Month Competition provides financing that helps entrepreneurs develop their venture ideas into fundable and sustainable businesses. Entrepreneurs can win \$1,000 every month.

## **Breaking entrepreneurial and business news**

Updated throughout the day, LatinVisionfinance.com publishes news and stories that impact the entrepreneurs, professionals and small and medium size business owners.

## **More than 100 original articles per month**

LatinVisionFinance.com features more than 5 columnists who offer daily, weekly and monthly insights into entrepreneurship trends and strategies. In addition, LatinVisionfinance.com publishes a blog covering and profiling the best Hispanic entrepreneurs in the US and Latin America.

## **Exclusive information on deal making**

Comprehensive coverage of latest news about venture and Financial-backed companies broken into four categories - Keyword, Company name, Regions and Countries - to help you quickly find the stories to accelerate your due diligence.

## **Daily news of movers and shakers**

What people with power and influence are doing, Who's in and who's out: Find out key executive moves, board level changes and new partners first.

## **Newsletters**

LatinVisionfinance.com offers biweekly newsletters to readers. Enjoy direct response from the small-to-midsize business community through LatinVisionfinance.com

## **Conferences, Events & Surveys**

We sponsor conferences, events and surveys to both educate and inform the business community on a variety of subjects, including entertainment, media, technology and venture capital and private equity

## **RSS feeds to thousands of companies and people a day**

RSS (Rich Site Summary) is a format for delivering our regularly changing web content. Many news-related sites, web logs and other online publishers and people receive our content as an RSS.

## **Hispanic Entrepreneur blog > <http://www.latinvision.com/entrepreneur>**

We honor the extraordinary risk taken by the community of Hispanic and Latin American entrepreneurs, companies and investors which provide them with start-up funds and capital. Find who they are in our blog!

## **Webinars**

LatinVisionfinance.com interactive webinars offer the chance to share information, learn and network in a virtual format, providing a single, comprehensive resource trends shaping alternative investments strategies and practices

### **Forums**

LatinVisionfinance.com Discussion Forums is an interactive community for sharing information, questions, and comments about venture capital and private equity. Most forums are moderated by us, and all of them are frequently visited by knowledgeable users from the community. A member powered section.

### **Links and Resources**

LatinVisionfinance.com has more than 100 free tools that are available to latinvisionfinance.com members.

### **Find Products and Services**

List your products and services that you want our users to contract

### **Job Opportunities**

LatinVisionFinance.com career channel gets the clicks you want from candidates you need. A member powered section

### **Special Offers for Members**

We get you the deals, thus, you can concentrate in your business.

### **Classified Ads**

Place your advertisements to let people know about your products and services for sale. A member powered section

### **Your Opinion Counts**

A member powered section. You talk. We listen.

### **Sponsored Links**

Capitalize in our professional design to reach a vast number of potential clients

### **Special Reports**

Place your advertisements to let people know about your products and services for sale. A member powered section

### **US**

\$2 trillion U.S. Hispanic and Latin Am investment markets

Population: 48 Million

Small Business: Almost 3 million companies

15 percent of all U.S businesses

Business Revenues \$425 billion

Internet Users: 13 Million

### **Latin America**

GDP: 2.6 Trillion

Population: 561 million

Small Business: About 12 million companies

87% percent of all Latin American Businesses

Business Revenues: \$580 Billion > Estimated

Internet Users: 114 Million

LatinVisionfinance.com offers a variety of advertising solutions. We understand that each campaign has unique goals. Our mission is to create custom, dynamic marketing programs for our clients.

LatinVisionfinance.com offers a variety of banner advertising units including

The screenshot shows the LatinVisionfinance.com website interface. On the right side, several banner units are highlighted with callouts and arrows, each with its dimensions listed:

- SIDE BANNER**: 120 x 240, 125 x 125, 160 x 240. This unit is located at the top right of the page, featuring the American Airlines logo and the text "Connecting you to the Hispanic Business Community".
- MAIN BANNER**: 728 x 90. This unit is located in the middle of the page, featuring the text "LatinVision Finance > Get Funded".
- FIND PRODUCTS AND SERVICES**: This unit is located below the main banner, featuring a grid of service categories such as "Accountants", "Payroll/Human Resources", and "Classified Ads".
- SPONSORED LINKS**: This unit is located below the "Find Products and Services" section, featuring a list of sponsored links with brief descriptions and company names.
- BOTTOM BANNER**: 468 x 60. This unit is located at the bottom of the page, featuring the American Airlines logo and the text "We take you home, wherever home is." along with other promotional offers.

Other elements visible on the website include a navigation menu on the left, a search bar at the top, and various content sections like "Entrepreneurs", "Investors", "Register and Membership", and "Latest News".

Other sizes?  
Please, call us

We accept standard banner creative as well as support for a wide array of rich media types.

Advertising can be targeted run of site, run of network (between latinvision.com, latinvision.com/events, hispanicdigital.us and Hispanicentrepreneur.blogspot.com) or channel or section targeted.

## **Find Products and Services**

Promote your company products and services in this specific area

## **Sponsored links**

Getting your business prominent placement in sponsored links made easy with LatinVisionfinance.com, so you can direct your marketing to the people who are already searching for what you sell.

## **Content Channel Sponsorship**

LatinVisionfinance.com offers sponsorship opportunities on all major sections of its website.

Sponsorship sections consist of channels pertaining to a specific subject area. Content-channel sponsorships are sold as exclusive placements on a monthly basis.

## **Newsletter**

LatinVisionfinance.com has one newsletter, which is published bimonthly. Each newsletter has a maximum capacity of two sponsors. All LatinVisionfinance.com newsletters are published in both HTML and text formats

The 100% double opt-in subscription process ensures that recipients have indicated an interest in receiving more information on a particular business topic—a great vehicle for highly targeted direct response.

## **Opt-in List > Direct Email**

Our database allows targeted messages to be delivered to qualified buyers. We have over 24,000 unique double opt-in e-mail subscribers. Latinvisionfinance.com requires a three business day turnaround time from receipt of the materials.

## **Webinars**

LatinVisionfinance.com offers sponsored webinars, registration-based events involving audio presentations with accompanying graphics. Latinvisionfinance.com can design and produce an event using either original material or material supplied by the client. LatinVisionfinance.com will promote the event on all LatinVision websites and send an email invitation to latinvisionfinance.com's marketing list. A special-projects editor and marketing manager will work with the client to assure the content, design and promotion meet advertiser goals.

## Rate Card

Placement	Type	Cost	Rate	Ad Size
Registration & confirmation	Leaderboard	\$5,500	Y	728 x 90
Elevator Pitch	Pls, call			
Business Plan Competition	Pls, call			
Homepage bottom center	Main Banner	\$6,000	M	728 x 90
Homepage bottom center	Main Banner	\$4,500	M	468 x 60
Homepage bottom	Bottom Banner	\$2,000	M	468 x 60
General – all Sections				
Every Page – Right side	Vertical	\$1,750	M	120 x 240
Every Page – Right side	Square	\$1,500	M	125 x 125
Every Page – Right side	Vertical	\$1,800	M	160 x 240
Find Products and Services	Text w/description & HTML page	\$149	Y	
All Services	Flat fee per year SEE PAGE 11	\$159	Y	
Sponsored Links	Text w/description & HTML page	\$500	Y	One Line
Content Channel Sponsorship	Pls, call			
Newsletter				
Top of newsletter	Leaderboard	\$3,500	M	728 x 90
Text in body	Text	\$500	M	50 words max
Direct email	HTML / Text	\$150 CPM		
Webinars	Pls, call			
Note: Please, contact us for any other size				

M = Monthly

Y = Yearly

## **Start ups**

Navigate & access the website, enter your company to the Elevator Pitch Contest and / or Business Plan Executive Summary Competition and Load your business plan to the online exchange to be seen by potential investors. See here for [details](#)

**Six months subscription \$20**

## **Existing Business**

Navigate & access the website, Upload information to buy / sell a business, Upload your company financial requirements including your project description, business plan or financial requirements to the LatinVision Database to be seen by Investors, Financial Institutions and others. See here for [details](#)

**Six months subscription \$40**

## **Private and Public Investors**

Access to elevator pitches and business plans, Maximize potential deal flow, Targeted investment opportunities, Receive Investment updates, Industry News and much more. See here for details

**Six months subscription \$99**

## **Find Products and Services**

List your company in this section for one full year. See here for [details](#)

**One year subscription \$149**

## **All services to entrepreneurs, companies and investors**

**Includes Unlimited:** News and Press Releases Posting, Job Opportunities Posting, Classified Ads Posting, Moving and Shakers Posting, Articles Posting, Special Offers for Members posting, Links and Resources Posting, Conference / Events / Posting Description, downloads to library Postings and unlimited RSS distribution (news, movers & shakers and Conferences and Events). This fee includes the \$20, \$40 and \$99 of start-up, existing business and investors as indicated above.

**One year subscription \$159**

## **Start ups / Special**

Navigate & access the website, enter your company to the Elevator Pitch Contest and / or Business Plan Executive Summary Competition, Load your business plan to the online exchange to be seen by potential investors, Have your business plan reviewed by LatinVision and Distribute and send your business plan to selected potential investors. See here for [details](#)

**One time review 6/months subscription \$200**

## **Existing Business / Special**

Navigate & access the website, Upload information to buy / sell a business, Upload your company financial requirements including your project description, business plan or financial requirements to the LatinVision Database to be seen by Investors, Financial Institutions and others, distribute your project, business plan or financial requirements to selected potential investors, Financial Institutions and others. See here for [details](#)

**One time review 6/months subscription \$200**

## **Sponsored Links**

**Includes Unlimited:** News and Press Releases Posting, Job Opportunities Posting, Classified Ads Posting, Moving and Shakers Posting, Articles Posting, Special Offers for Members posting, Links and Resources Posting, Conference / Events / Posting Description, downloads to library Postings and unlimited RSS distribution (news, movers & shakers and Conferences and Events). This fee includes the \$20, \$40 and \$99 of start-up, existing business and investors as indicated above

**One year subscription \$500**

## **Universities**

Full use of our website by students and alumni of the University. See here for [details](#)

**One year subscription \$2,000**

## **Chambers of Commerce**

Full use of our website by all members of the Chamber of Commerce. See here for [details](#)

**One year subscription \$2,000**

**For quick registration and payment go to:** <http://www.latinvisionfinance.com/payments>

# Advertising Specifications

The ad units are IAB standard sizes and dimensions in pixels.

Banners	Description
Sizes	See rate card above for complete list
Maximum size file	20K
Looping restrictions	Animated, 4 loops max with refresh time of < 2 seconds

**Lead Time:** Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and QA.

**Sound:** The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouse-over events meaning “click” or “beep” sounds. Use of audio during the initial download must include a clearly labeled option for turning off audio.

**Expanding/Floating Ads:** Expanding ads and floating ads must have third party served, user-initiated, and close on mouse-off. 40k initial download size. 100K maximum file size.

**Streaming Video in Ads:** Contact a salesperson for specification.

## **Third Party Served:**

Third party ad serving is accepted. All creative must function uniformly on Mac and PC platforms and in any browser versions of Netscape and IE. Ads must open a new window when clicked.

## **Flash Ads:**

GIF alternative is required for Flash creative. Flash cannot exceed 39k file size and gif backup file size is 15k-20k. Flash must be version 3 or higher and delivered as a .swf file. Looping restricted to 4 loops. Flash ads **must** include clickTag tracking that contains the following (case-sensitive) actionsript:

```
On (release) {  
getURL (clickTag,"_blank");  
}
```

## **Textlink:**

Format: 20 character header and 70 character teaser. Client must provide active linking URL.

## **Newsletters:**

Text Version: 50 characters max in ACSII format and active linking URL.

HTML Version: 728x90 (20k max) and 160x600 (20k max) in GIF format are accepted depending on the newsletter layout. No Rich Media or third party tags. Click links may be third party redirects.

## **RSS:**

Go to our website and click on the RSS icon or Contact Violeta Alba for specifications.

Attn: Violeta Alba

[violeta@latinvision.com](mailto:violeta@latinvision.com)

Tel: 646 519 2452

Capitalize in our first page organic position with Google under these keywords  
Hispanic Venture Capital and Hispanic Private Equity and many more.....

## Partnerships



American Airlines is the world's largest airline, contributing more than \$150 billion per year to the U.S. economy. American and its regional airline affiliates, American Eagle and the American Connection airlines, serve 250 cities in over 40 countries with more than 4,000 daily flights



Dow Jones & Company publishes the world's most vital business and financial news and information. The cornerstone of Dow Jones is its flagship publication, The Wall Street Journal, which also happens to be the world's leading business publication. The Journal has a current circulation of nearly 2.1 million



Our purpose is to give our customers the relationships and big ideas to do different and better business. We've been doing it for more than 20 years. We want you to come away from one of our events with eight big ideas and eight new key contacts. That's how we contribute to the business communities



ALM is a leading integrated media company, focused on the legal and business communities. ALM currently owns and publishes 33 national and regional magazines and newspapers. ALM is one of North America's largest producers of conferences and trade shows for business leaders and the legal profession



CBI Research, Inc. is dedicated to developing market-driven, unbiased conferences in pharmaceutical\biotech, medical devices, risk and insurance and managed care markets. CBI offers conferences and summits that serve senior executives and government officials.



PR Newswire has offices in 13 countries and routinely sends its customers' news to outlets in 135 countries and in 40 languages. Utilizing the latest in communications technology, our content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source



Economist Conferences, a division of the Economist Intelligence Unit, is the leading provider of international forums for senior executives seeking new insights into strategic issues. These meetings include industry conferences, management events and government roundtables held around the world



Argyle Executive Forum produces professional conferences for the senior operating executives and Board members of private and public firms, investment professionals, as well as for policy makers. The events are by invitation only.

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New York, NY 10008

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[violeta@latinvision.com](mailto:violeta@latinvision.com)  
Tel: 646 519 3580

### **Our websites**

[www.latinvision.com/digital](http://www.latinvision.com/digital)  
[www.latinvision.com](http://www.latinvision.com)  
[www.latinvision.com/finance](http://www.latinvision.com/finance)  
[www.latinvision.com/events](http://www.latinvision.com/events)  
[www.latinvision.com/news](http://www.latinvision.com/news)  
[www.latinvision.com/entrepreneur](http://www.latinvision.com/entrepreneur)  
[www.latinvision.com/leaders](http://www.latinvision.com/leaders)  
[www.latinvision.com/jobs](http://www.latinvision.com/jobs)  
HHHand many more > see here >

### **Our media kits**

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### **HHHOur Conferences**

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### **HHHOur media kits**

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[www.latinvision.com/conference/banking/events.pdf](http://www.latinvision.com/conference/banking/events.pdf)

### **Follow us on**

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Your Tube: [www.youtube.com/latinvisionmedia](http://www.youtube.com/latinvisionmedia)  
Linkedin: [www.linkedin.com/company/912586](http://www.linkedin.com/company/912586)