

PR Newswire 2008

Hispanic Digital Network

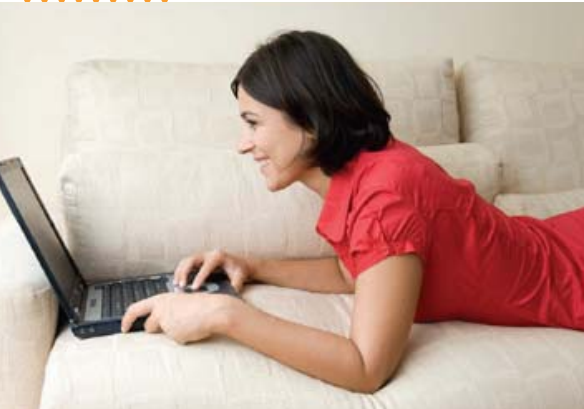
Finally, an online advertising network that targets Hispanics – and Hispanics only. And you won't have to wonder which half of your advertising is working anymore.

Department store pioneer John Wanamaker once said, "I know that half of my advertising money is wasted. I just don't know which half." That was before PR Newswire's Hispanic Digital Network (HDN). HDN takes the guesswork out of reaching your target audience with a highly focused online advertising platform and measurement tools that guarantee results.

HISPANICdigital
N E T W O R K
A PR Newswire Service

Hispanic Digital Network: Your Key To Online Profits

Combining the best of advertising and public relations on a new media platform lets advertisers and publishers work together to build their brands.



There are so-called one-stop shops, then there's Hispanic Digital Network (HDN).

HDN was the first and largest network of Hispanic media Web sites – and it's forging into new territory with cutting-edge Web 2.0 designs for the next generation of online publishing. That makes HDN not only the first, largest and most experienced Hispanic digital network, but also the industry's premier and most progressive Hispanic digital advertising network.

HDN offers publishers and advertisers a vehicle to reach the 18.8 million* U.S. Hispanics that turn to the Internet for news, information and entertainment every day. Led and staffed by Hispanic marketing professionals who understand the media consumption habits of this target audience, HDN streamlines media buys for advertisers and Web publishing for new media companies. It's a win-win relationship for publishers and advertisers that offers across-the-Web synergies in a competitive marketing landscape.

HDN gives advertisers direct access to a growing network of more than 100 leading U.S. Hispanic media portals. Newspapers, magazines, radio and television stations and Latino entertainment portals – including DiarioLasAmericas.com, ExtraNews.net and BoomOnline.com – are using their free, customized HDN Web sites and technology to serve up ads to more than 3 million U.S. Hispanic consumers online. And online advertisers are getting premium placements at affordable prices.

HDN leverages its relationships with media and advertisers to help both parties achieve maximum ROI.

When you send a press release through a PR Newswire U.S. Hispanic Newswire you get more than 100 free, guaranteed online placements on leading Hispanic Web sites like Yahoo! Telemundo, Terram Hispanic Business, LATINA Style, Catalina Magazine, Diario Las America. Advertisers can choose from a variety of industry standard advertising products, including leaderboards, wide skyscrapers, medium rectangles and even rich media ads with multimedia elements that make a memorable impact. Publishers can tap into free Hispanic news feeds from PR Newswire to keep their content fresh.

The combination of publishing and advertising expertise makes your in-house marketing team's life easier and campaigns more measurable. HDN's sophisticated ad serving technology lets advertisers choose what audiences see which ads at what times of day. Our third-party tracking system offers up stats in real-time that display ad impressions, banner click-throughs and other relevant data. And HDN's publishing network offers a quality audience of educated, affluent U.S. Hispanics.

Now that HDN is part of the PR Newswire family, you'll get even more comprehensive customer service and state-of-the-art technology features than ever before.

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eMarketer Hispanic Americans Online, November 2007

Top 10 Advertisers Benefits

Hispanic Digital Network's features and benefits aren't just for publishers. Advertisers are getting in on the revenue streams, too. Here are 10 reasons why HDN is the perfect advertising medium for brands looking to reach the U.S. Hispanic online consumer.

1. Outrunning the competition.

The Hispanic advertising industry growth is outpacing all other sectors of advertising, growing four times faster. Hispanic advertising is now more than \$5 billion industry, according to the Association of Hispanic Advertising Agencies. HDN has an established platform that brand advertisers already trust.

2. Growing ad spends. Total U.S. measured advertising spending is projected to increase 4.2 percent while Hispanic advertising is expected to grow 7.8 percent in 2008, according to the full-year forecast by TNS Media Intelligence. HDN gives advertisers a network of sites that capture U.S. Hispanic audiences.

3. Industry standard formats. Unlike other sites that target Hispanic audiences, HDN uses Interactive Advertising Bureau standard advertising and Rich Media campaign specifications for banners, buttons, skyscrapers, polite pop-ups and pop-under ads.

4. Measurable results. Through our sophisticated third-party ad serving and Web analytics tools, advertisers receive clear-cut statistics demonstrating how many people viewed their ad and where those visitors came from, among other valuable measurements.

5. Social media elements. HDN's next generation Web 2.0 designs include elements like photos, videos, blogs, communities and chat rooms that encourage visitors to stay on the site longer, which offers greater exposure to advertising messages. These elements also encourage visitors to come back again and again for even more exposure.

6. Relevant advertising placements. Not only are HDN advertisers tapping into relevancy by virtue of the ethnic media placements, advertisers can gain even greater relevancy through placements on specific media sites, content categories, social media pages as well as geographic areas, right down to the ZIP code.

7. Spanish-language ads. TNS Media Intelligence predicted Spanish-language media sending grew nearly 4 percent in 2007. HDN offers advertising opportunities on English, Spanish and bilingual Web sites in our network.

8. Tapping into Internet growth. Hispanic ad media spending on the Internet totaled \$132 million in 2006. That's up 32 percent over 2005, according to HispanTelligence, and is projected to continue growing at a double-digit clip. HDN's growing network of Hispanic newspaper and magazine sites has targeted opportunities for advertisers.

9. Getting brand marketers considered. More than half of U.S. Hispanic consumers research products for purchase online before buying, according to Forrester Research Hispanic Technographics. HDN helps brand marketers keep their message in front of these consumers.

10. Your competitors are on HDN. HDN's rapidly growing network of publishers are populating their online venues with advertisers like Verizon Wireless, Ford, HSBC, Jeep and The History Channel, among others. Your advertisement could run on one of our partner sites today.