

Distribution

Disclosure

Measurement

Multimedia

Your press releases and multimedia, targeted to Latino media. In partnership with the country's leading provider of Spanish-language news. With posting to leading Latino news sites.



This symbol on circuits means your press release is boosted by our dual SEO platforms, Business Wire and EON; posted to leading global mobile news apps; and measured with detailed ROI analytics.

A \$75 charge per invoice is added for these services.

Rates

	400 Word News Release	Each Add'l 100 Words
LatinoWire National	\$475	\$120
LatinoWire Per State <small>(California, Florida, Illinois, New York/New Jersey, Texas)</small>	\$300	\$75

Please allow 24 hours for translation (included with any circuit).

LatinoWire

Business Wire's LatinoWire provides comprehensive distribution of your press releases and multimedia to the leading Spanish-language news and information outlets, reached via Business Wire's high-speed NX Network and other distribution channels.

LatinoWire distribution is in collaboration with impreMedia, publisher of media properties including *La Opinion*, LA's #1 Spanish-language daily and the top Spanish-language newspaper in the US; *El Diario La Prensa*, NY's #1 Hispanic daily; *El Mensajero*, SF's #1 Spanish-language paper; *La Raza*, Chicago's #1 Spanish-language paper, and many more.

LatinoWire National provides exclusive, automatic posting to the impre.com network of Spanish-language newspaper sites, reaching approximately two million unique visitors each month, as well as the leading Spanish-language print publications in the top US Hispanic markets, including *La Opinion*, *El Diario La Prensa*, *Hoy Nueva York*, *La Raza*, *El Nuevo Herald*, *La Estrella*, and *Vida en el Valle*, reaching a daily readership of more than 500,000.

All LatinoWire circuits include:

- ▶ Translation of your English-language press release to Spanish.
- ▶ Spanish-language broadcast networks including Univision and Telemundo, plus local Spanish TV and radio programs and stations in leading Hispanic markets.
- ▶ Business Wire's full list of online services, newswires and databases. Your press release will post to Yahoo! Finance, AOL and other leading services, and will be viewable and searchable on Google News and other online news outlets.
- ▶ BusinessWire.com, where your news will appear in both English and Spanish. LatinoWire content will also be aggregated and available to subscribers via a dedicated RSS feed.
- ▶ US and foreign journalists interested in Hispanic-focused news via Business Wire's proprietary PressPass network and custom RSS feeds.
- ▶ Individual consumers, reporters and editors via targeted RSS feeds and opt-in email delivery.
- ▶ Your choice of more than 200 Business Wire industry trade media categories.



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