



Hispanic Outreach Packages

!Es Hora! It's Time to Communicate with Latino Audiences

You already know Hispanic spending power will reach \$1.2 trillion by 2012. But do you know how to tap into that power to drive revenue for your company?

Whether you are an experienced Hispanic marketer or just reaching out to Latino audiences for the first time, PR Newswire's key brands, Hispanic PR Wire and MultiVu Latino, offer the cost-saving tools you need to get your message in front of this lucrative audience – AHORA!

Guaranteed Exposure to Hispanic Audiences

Our 2010 bundle packages are designed to drive results – and value – for your Hispanic media campaigns. You can save up to 25% on our packages, which include:

- Press releases up to 500 words distributed over our National Hispanic Newswire
- Free translation into Spanish
- Distribution to one (1) of our 17 targeted industry news categories
- Guaranteed placement on 100+ top U.S. Hispanic news and entertainment websites – that's 10 times more than competing services!
- Release Watch Latino Report with about 70 direct links to your news online
- Hispanic Read Reports that detail which media outlets opened your news

Some of our bundles include a discounted WebKit upgrade, which includes a high-resolution photo, up to three logos, a live Web site preview and up to five downloadable PDF files and hyperlinks.

Package A	Package B	Package C	Package D
1 Press Release	2 Press Releases	3 Press Releases	1 Interactivo Multimedia News Release (includes video and other multimedia elements)
WebKit upgrade	2 Photos	WebKit upgrades	
Regular Price: \$1,035	Regular Price: \$1,970	Regular Price: \$3,105	Regular Price: \$3,259
Discount Price: \$875	Discount Price: \$1,550	Discount Price: \$2,325	Discount Price: \$2,762
Total Savings: 15%	Total Savings: 21%	Total Savings: 25%	Total Savings: 15%

Enjoy Even Greater Savings with Discount Add-ons!

- Add a three-month trial of ProfNet en Español for only \$200
- Add an annual subscription to the NEW Hispanic MEDIAbase™ service to connect with Hispanic media nationally, locally or per industry for only \$985 (includes three seats)