

Official Paper
The 2009 National
Puerto Rican Day Parade



We reach New York's
Hispanic readers

Viva New York: June 10, 2009

- New York's #1 Hispanic lifestyle monthly
- 2.6 million readers in the NY DMA
- 632,595 circulation (ABC Audited)
- 428,400 Latino readers — more than The Times, the Post, Hoy or El Diario

Hora Hispana: June 11, 2009

- New York's #1 home-delivered Spanish-language weekly newspaper
- Delivered door-to-door to 120,000 homes in Manhattan, Bronx, Brooklyn and Queens (CAC Audited)



Join the Daily News and Viva New York as a co-sponsor for

Puerto Rican Day Parade Weekend

**June 11-14,
2009, NYC**

The Daily News/Viva New York is the Official Paper of the 2009 National Puerto Rican Day Parade! Join us as co-sponsor for:

Puerto Rican Day Parade Weekend

June 11-14, 2009 in New York City

Three Huge Events...



Tropical Night at the Seaport

Thursday, June 11, 2009

Celebrating its 15th year, this

free outdoor concert at The South Street Seaport features top music acts from Puerto Rico and the Caribbean.



The 116th Street Festival

Saturday, June 13, 2009

Now in its 24th year, this event

is the largest Latin festival in New York—27 blocks with three main stages and 200 booths entertaining over 1 million people.



The National Puerto Rican Day Parade

Sunday, June 14, 2009

More than 100,000 marchers and 3 million spectators join together to celebrate the culture and contributions of the Puerto Rican community. Over 2 million more will see the parade televised in English and Spanish, making it the ultimate marketing environment for your brand.

Three Great Packages...

Gold Package

- Full page ad in Viva New York – black & white
- Full Page ad in Hora Hispana – black & white
- Your Logo at the South Street Seaport Concert
- Your Logo at the 116th St Festival
- Your Logo on the Daily News Puerto Rican Day Parade float
- Logo on Promotional Ads
- 25,000 bonus distribution of Viva New York
- Commercial radio spots mentions
- VIP tickets

Silver Package

- 1/2 page in Viva New York – black & white
- 1/2 page in Hora Hispana – black & white
- Your Logo at the 116th St Festival
- Your Logo on the Daily News Puerto Rican Day Parade float
- 25,000 bonus distribution of Viva New York
- Commercial radio spots mentions
- Logo on promotional ads

Bronze Package

- 1/4 page in Viva New York – black & white
- 1/4 page in Hora Hispana – black & white
- Your Logo at one of the events (TBD)
- 25,000 bonus distribution of Viva New York
- Logo on promotional ads

DAILY NEWS
NYDailyNews.com

Get even MORE exposure with these additional sponsor opportunities from the Daily News:



National Puerto Rican Day Parade Daily News Performance Stage

- Sunday, June 14, 2009
- 5th Avenue and 68th Street, Manhattan
- Stage sponsorships, banners and logos available



National Puerto Rican Day Parade Music Festival and Daily News Salsa Contest

- Saturday, June 13, 2009
- McCarren Park, Brooklyn
- Over 50,000 in attendance
- Daily News Stage Sponsorships
- Booths available for sampling and distributing marketing info

For reservations and information, contact your Daily News ad rep or Jose Santiago at (212) 210-1923. E-mail: JSantiago@NYDailyNews.com