

3 big events. 1 great package. 6.8 million gross impressions*



June 7-10, 2007

Puerto Rican Day Parade Weekend

Join the Daily News, Viva New York and Hora Hispana during the Puerto Rican Day Parade Weekend, June 7-10 in New York City.

One package gets your brand into three big events:

- Tropical Night at the Seaport (Thursday, June 7)
- The 116th Street Festival (Saturday, June 9)
- The National Puerto Rican Day Parade (Sunday, June 10)

Sponsor packages include print ads in Viva New York and Hora Hispana, live event logo placement, VIP tickets and more.

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*Newspaper readership/distribution, bonus distribution, parade spectators, festival attendees and concertgoers.