

Hispanic pride... Daily News power

The Daily News is proud to be New York's #1 newspaper – and the paper of choice in the city's Latino communities.

That's why we support so many Hispanic festivals, concerts and cultural celebrations. And that's why we created two specialty publications for our Hispanic readers.

Viva New York

Published one Wednesday per month in the Daily News, **Viva New York** is the market's #1 Hispanic lifestyle monthly. Each issue is packed with celebrity interviews, music and movie reviews, hot gossip and a cultural calendar of events.

On Wednesdays between issues, we publish **Viva New York Update** – a one-page summary of what's happening in fashion, food and entertainment.

- Published in English
- Reaches 2.6 million daily readers, including 428,400 Hispanic adults*
- High reader awareness – over 15 years in print

Hora Hispana

Our Spanish-language newspaper, **Hora Hispana**, is geared toward recent arrivals, with news, lifestyles and helpful immigration advice. Each issue is polybagged along with money-saving coupons and FSIs from leading drug stores and supermarkets and distributed door-to-door, every Thursday and Friday, in highly targeted neighborhoods throughout New York City.

- Published in Spanish
- Reaches 120,000 households in Manhattan, the Bronx, Brooklyn and Queens (CAC Audited circulation)
- High-quality content from Daily News writers

For advertising and sponsorship opportunities, contact your Daily News representative, or call

Jose Santiago at (212) 210-1923

E-mail: JSantiago@NYDailyNews.com

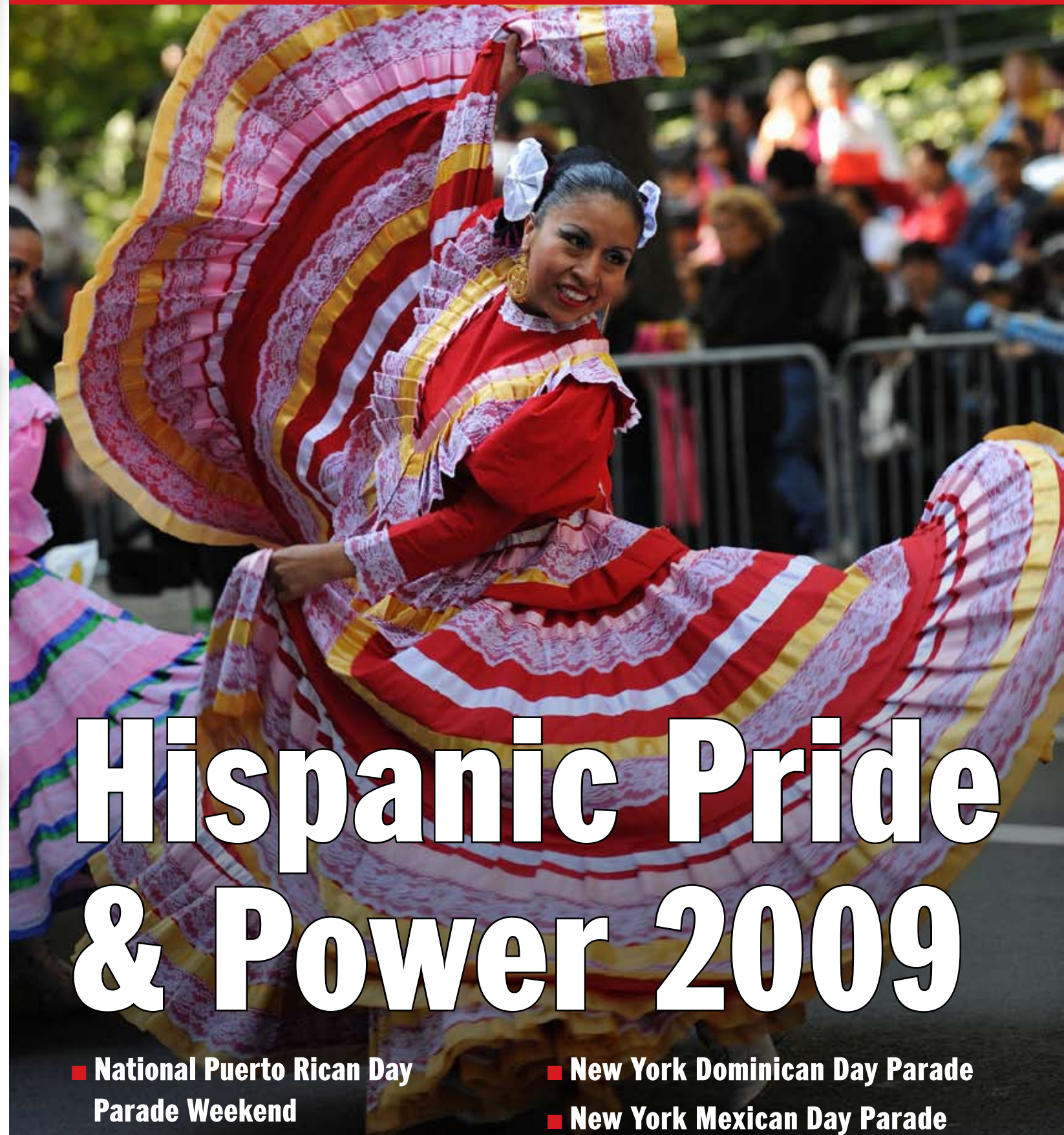
DAILY NEWS
NYDailyNews.com



DAILY NEWS
NYDailyNews.com

hora HISPANA
DAILY NEWS

viva
DAILY NEWS
NEW YORK



Hispanic Pride & Power 2009

- National Puerto Rican Day Parade Weekend
- New York Dominican Day Parade
- New York Mexican Day Parade
- Colombian Day Parade
- New York Hispanic Day Parade

*Source: Scarborough Research, New York Market, 12 months ending 2008 R2

THE DAILY NEWS, VIVA NEW YORK & HORA HISPANA ARE YOUR PARTNERS AT 5 HISPANIC PARADES

Join the **Daily News, Viva New York** and **Hora Hispana** as we celebrate New York's rich and diverse culture with sponsor packages that reach millions of readers and live event attendees at five of the city's largest Hispanic celebrations:

- **National Puerto Rican Day Parade Weekend**
- **The Colombian Day Parade**
- **New York Dominican Day Parade**
- **New York Mexican Day Parade**
- **New York Hispanic Day Parade**



Packages include:

- Print ads in **Viva New York** – New York's #1 Hispanic lifestyle section reaching 2.6 million readers
- Print ads in **Hora Hispana** – our popular Spanish-language newspaper targeting 120,000 Hispanic households
- Radio commercial spot mentions
- Logo inclusion on Daily News floats and/or Daily News event stages
- Logo inclusion in promotional ads
- VIP tickets

Call **Jose Santiago** at **(212) 210-1923**

for more information

on these powerful opportunities!

E-mail: JSantiago@NYDailyNews.com

DAILY NEWS
NYDailyNews.com

National Puerto Rican Day Parade Weekend

Official Paper!

June 11-14, 2009

Locations throughout Manhattan

With 100,000 marchers and 3 million spectators, Puerto Rican Day Parade Weekend is the year's biggest event. In addition to the world-famous parade up Fifth Avenue (June 13), the celebration includes Tropical Night at the Seaport, the 116th Street Festival and a Salsa Dance Contest.

Your package includes print ads in:

Viva New York (June 10)
Hora Hispana (June 11)

Colombian Day Parade

July 26, 2009

Jackson Heights, Queens

Northern Blvd. in the Jackson Heights section of Queens will be draped in red, blue and yellow as 250,000 members of New York's Colombian community gather to celebrate the country's Independence. Dance to the sounds of Cumbia, Vallanto and Salsa while enjoying the richness of Colombian culture.

Your package includes print ads in:

Viva New York (July 22)
Hora Hispana (July 23)

New York Dominican Day Parade

August 9, 2009

Sixth Avenue & Washington Heights, Manhattan

New York's proud Dominican community turns out in a big way for one of the year's largest and most vibrant parades. Over 1 million parade-goers are expected along Sixth Avenue.

Your package includes print ads in:

Viva New York (August 5)
Hora Hispana (August 6)

New York Mexican Day Parade

September 20, 2009

Madison Avenue, Manhattan

Join New York's Mexican community at the eleventh annual Mexican Day Parade, highlighted by the colorful costumes, folk dances and Mariachi music of Mexico. Over 250,000 spectators are expected, with media coverage on Spanish television, radio and print.

Your package includes print ads in:

Viva New York (September 16)
Hora Hispana (September 17)

New York Hispanic Day Parade

Official Paper!

October 11, 2009

Fifth Avenue, Manhattan

The New York Hispanic Day Parade is when Latinos of all nationalities join together to celebrate their rich and diverse cultural heritage. In addition to the parade – with over 1 million attendees – the festivities include the Annual Banquet & Hispanic Fiesta and the Hispanic Day Parade Celebration Party.

Your package includes print ads in:

Viva New York (October 7)
Hora Hispana (October 1)

Reach over 5 million parade attendees!