

Hispanic CMO

Hispanic Media Sales, Inc., publishers of **HispanicAd.com**, have worked closely with Advertising Age in promotion and sales of the Hispanic Fact Pack for the last 10 years. We have produced and distributed the annual Hispanic Market Overview for the last four years and for the last two years we have produced the Broadcasting and Cable/Multichannel News Hispanic Upfront Guide.

We are considered the **B4B** for US Hispanic advertising, marketing and media experts for the last sixteen years. Our platforms enjoy the largest readership, engagement and client partnerships in the business.

In November 2014 we will be launching *Hispanic CMO*. A publication targeting all of our readers and other advertising, marketing and media professionals in the US Hispanic Market through our partnerships with key organizations.

Scope: We will be adding “Thought Leadership” to the **Total Market** enigma with the top experts in our Industry. We will interview the Top Hispanic CMOs with dedicated budgets and resources targeting the US Hispanic Consumer.

Gilbert Davila, a recognized and admired Hispanic Market expert, will curate the supplement. *Adam Jacobson*, a respected writer and US Hispanic media expert will conduct the interviews and write the supplement.

The supplement will be digital only, thus offering the opportunity for additional pass along. HispanicAd.com will promote heavily.

Partnerships: with our key relationships with the Association of National Advertisers (ANA), the Association of Hispanic Advertising Agencies (AHAA) and the Internet Advertising Bureau (IAB).

Sponsorships: There are three (3) sponsorship levels - Title Sponsor, Platinum Sponsor and Participating sponsor.

For more information contact:

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