

Multicultural Capabilities

Multicultural Support to Meet Your Goals

Our team provides direction on how to best conduct business in a diverse marketplace thus ensuring EFFECTIVE & EFFICIENT marketing strategies.



Top Spanish Language Networks

With a variety of programming and networks, advertisers reach their target audience watching their favorite shows.

Promotional Opportunities

Sponsorship and Tie-in opportunities with highly branded networks.

Accurate Research

Research experts use state-of-the-art resources to identify desired consumer groups which enables customized schedules.



Production Capabilities

Full service production. Award-winning producers create customized commercial production.

Multicultural Digital Media

Advertisers interact and engage viewers through web advertising, mobile messaging and OnDemand.



For more information please contact us at

1-888-232-2253

or call Mike Nieves, Multicultural Sales Manager

407-215-5259



ESPN Deportes is the leading multimedia, Spanish-language sports brand dedicated to providing the widest variety of sports programming for the Latino sports fans and in their preferred language. ESPN Deportes has the greatest array of sports programming including NFL, MLB, NBA, Winter Baseball (Caribbean, Dominican Republic & Mexican Championship Leagues). Original programming with shows like SportsCenter, Beisbol Esta Noche (Baseball Tonight), Futbol Picante, Los Capitanes & Cronómetro and many more.



News 13 en Español is an exclusive Spanish language Network available only to Bright House Networks subscribers, reaching Hispanics with local news and weather in their language.

In 2010, News 13 en Español began carrying Tampa Bay Rays and the Florida Marlins MLB games. Each game in Spanish with culturally relevant commentators is a great way to reach Hispanics. If you missed News 13 en Español, viewers access their favorite stories and features like “Cara a Cara”, short profiles that bring you face to face with local celebrities or “Hablando Claro” a discussion with local newsmakers on topical issues and community programs and many more.



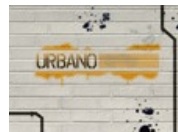
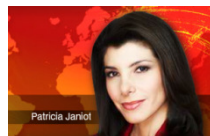
WAPA América provides Spanish-language programming targeting Puerto Ricans and other Caribbean Hispanics in the U.S. It offers viewers a direct connection to their home & culture. Stateside Puerto Ricans today, feel closer to their island, thanks to WAPA América. It has become the point of contact with their island and their families. WAPA América delivers unmatched quality and quantity of original programming: SuperXclusivo is the highest rated daily program produced in Puerto Rico. Noticentro is considered the most reliable news from the island. Talk shows, cooking shows and comedies reach the entire family.



Galavisión, the leading Spanish-language U.S. cable network in ratings and distribution, is committed to providing a live, direct connection to the people, places and events that matter most to Hispanic America. Galavisión delivers 24 hours of unique, first-run programming that appeals to Hispanics of all ages including news, sports, and entertainment. Galavisión offers over 60 hours of live programming weekly and showcases exclusive sporting events like Mexican League Soccer and the best in boxing and wrestling.



Coming in Fall 2010, Fox Sports En Español is being re-branded; FOX Deportes. Featuring comprehensive, year-round coverage of top sporting events, including the biggest Latin American and International Soccer leagues, Major League Baseball and signature programming like the MLB World Series and promotions like the Latino Student Athlete of the Year contest. A promotion opportunity using the Spanish-language OnDemand channel "Nosotros" to engender positive community relations and to recognize outstanding male and female Latino high school student athlete in Florida.



CNN en Español provides reports of major world events, live coverage supplemented with analysis, international business news and financial, sports and notes of interest 24 hours a day, 365 days a year. Featuring first-hand coverage of the issues that matter most to U.S. Latinos - and to Latin America, including comprehensive sports, business & personal finance programs, relevant lifestyle & feature segments. Programming includes the latest economic developments, the dominant trends in business, fluctuations in international markets and timely advice on personal finance. CNN en Español also offers specialized programs on vital issues with useful information for daily life from health care to the challenges of a happy family, from the best tourist destinations to visit to the rhythm of the changing world of technology.



Mun2 celebrates the lifestyle of Latino young adults in their authentic voice. The bilingual network's programming includes music, shows that offer something for every viewer, popular animation programs, entertainment and interactive shows, reflective of the lifestyles of young Latinos.



Offers History's™ most popular signature programs, together with programs from the U.S. and Latin America spotlighting Latino roots and culture. It's lively, informative and family-friendly programming, all in Spanish and with a Latino flavor, 24 hours a day.