

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.



Bay News 9 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, Bay News 9 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. Additional sponsorship opportunities include: Weather with the power of Klystron 9, health tips (Mensaje Médico), local events (Calle y Cultura) and 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.