

LATINOWIRE



Business Wire LatinoWire

LatinoWire – visibility and placement with the Hispanic media and audiences that really count...guaranteed.

Communicators know the importance of getting their organization's message to the Hispanic community. And Business Wire's LatinoWire provides unparalleled reach for your press releases in English and Spanish to more than 1,200 U.S Spanish-language media -- from national to community level -- at print, broadcast, newswires, news services and online outlets.

Unique Access to Major Hispanic Media

Our unique partnership with impreMedia -- publisher of the largest Spanish-language dailies in the United States including, La Opinion in Los Angeles, El Diario La Prensa in New York, El Mensajero in San Francisco, La Raza in Chicago and La Prensa for all Florida, provides in-depth editorial reach and online postings to the agenda-setting Hispanic media in top markets. We also reach broadcast including Univision, Telemundo, The Spanish Broadcasting System, Entravision, and many other television and radio stations.

Because LatinoWire uses a multi-platform approach to news distribution, we'll reach reporters and editors most interested in your particular news via the method they prefer -- into their newsroom editorial system, via targeted email headlines, through social media services, online or through optimized search. No matter your topic and focus, consumer-related, issues-focused, entertainment or lifestyle, **your news hits your target audience.**

Online Posting to Top Hispanic News Sites

Just as with the broader population, Hispanic-Americans are increasingly engaging online and with mobile devices to find news of interest. LatinoWire provides automatic postings of your Spanish-language press releases to the impreMedia network of Spanish-language online and mobile media sites supporting their print and online publications, with a monthly audience reach of 9 million. Your news is also posted to thousands of databases and general media/public websites – including those most highly visited by Hispanic audiences, including Yahoo! noticias en Espanol, Google, AOL, LatinTimes, Hispanic Market Information and more.

The English-version of your news release is available on the mobile apps of AP, AFP, Viigo, and Bloomberg and more. BusinessWire.com posts your search engine optimized news in English and in Spanish to our online and mobile sites, making your news easily found, read and shared on social media sites. No other service comes close to matching the online power and reach of LatinoWire.

We'll even send your news to influentials within your space – targeting bloggers as well as specialized and other highly-trafficked websites.

Measure/Tracking

LatinoWire provides you with valuable free press release measurement data via our NewsTrak reports. You'll receive links to your news as it appears on dozens of online news sites, as well as audience measurement data, social media submissions statistics, referring URLs and more.

Simply put, LatinoWire offers the most comprehensive reach to all your key Hispanic audiences.

TARGETED SERVICES



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BusinessWire.com

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LatinoWire Distribution Options		
	400 word press release	Each add'l. 100 words
 LatinoWire National	\$525	\$135
 LatinoWire States California, Florida, New York, Illinois or Texas	\$350	\$95
Spanish translation included at no additional fee for all LatinoWire orders		
Smart News Release	\$425 per asset	
Increase visibility and interest for your news by adding a photo, video or graphic		
Congressional Hispanic Caucus	\$85 per release	
For news releases dealing with issues, consider adding reach to members of the Hispanic Caucus		
Add any Business Wire circuit to reach general consumer and trade press. Contact your Account Executive to find out which distribution option is right for your news.		

Circuits marked with  include our Global-Mobile-Social-Measurable features. A \$75 charge per invoice will be included for these features.

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