

TorontoHispano.com was founded in 2001 to serve the ever-growing Hispanic community, and the general public interested in Latin culture, with information about activities, events and businesses offered to the Hispanic population of Toronto.

Largest Hispanic-Canadian website on the web

- 100,000 unique visitors per month
- 1,000,000 pageviews per month

User Demographics

INCOME (HHI)

\$24,000 - \$35,000	17.86%
\$35,001 - \$50,000	20.89%
\$50,001 - \$75,000	20.00%
\$75,001 - \$125,000	21.72%

EDUCATION

High School Diploma	10.80%
Post Secondary	77.76%
Post Graduate	11.43%

AGE

19 - 24	9.66%
25 - 34	30.52%
35 - 44	28.08%
45 - 54	19.44%
55 - 65	9.88%

MALE

47.30%

FEMALE

53.70%

Our visitors use the following media 3 or + hours per day

Internet	58.4%
TV	28.4%
Radio	21.3%
Newspapers	6.8%
Magazines	4.7%

Source: Online survey, April 2008 / Sample size 624

Some important facts

- 47.2% are frequent visitors (several times a week)
- 74.8% are On-line shoppers
- 98.4% Have had a good or better experience on TH



Why Advertise On-line

➤ Almost **75%** of Canadians use Internet
The Canadian Press

➤ Internet use increases among Hispanics
America Online / Roperasw

➤ **71%** of Hispanic population, 15 years of age or older, reported to have visited web sites targeting their own culture, ethnic background or language.

72% reported visiting websites of local community, event and news interest targeting people of their own culture, ethnic origin or language.

Statistics Canada, 2006 Census

➤ ...the addition of **online** with TV and print generated the greatest **increase** in **brand awareness...**
Marketing Daily

Clients

Some of our happy clients are:

Bell, Rogers, Scotiabank, Western Union, MoneyGram, Harbourfront Centre, Roy Thompson Hall, Massey Hall, Mexicana Airlines, Air Canada, Cerveza Tecate, Live Nation, just to mention a few.

I just wanted to tell you that TH has been very effective for us lately... this month we got our first two clients from the website... We are very happy with the outcome.

– Gregory James, Barrister and Solicitor

It's always a pleasure to work with TorontoHispano.com. Whenever I have an event to promote within the Latin American community in Toronto, TorontoHispano.com is an important part of the marketing plan!

– Heather Kelly, HKC Marketing

Torontohispano.com has been an invaluable resource for reaching the hispanic community. The staff have always been able to get our material up and running in very tight time-frames and with a no-fuss can-do attitude that makes doing business with TH a pleasure every time.

– Michelle Kettner, Marketing and New Media Associate.
Roy Thompson Hall, Massey Hall

Website Channels



Home

The starting point to a great TH experience. Highest traffic page. Preview of all recent updates.



TH TV (Videos)

Our on-line version of TorontoHispano TV. Discover Toronto's diversity and multiculturalism from the Hispanic point of view. Advertise online and get free TV spots.



Entertainment

The section where people come for fun. News pages, concert-event reviews, photos, chat, movies, forum, games, tickets, and more.



Fútbol (Soccer)

The best Canadian Hispanic Soccer site on the web. Local Hispanic leagues, match results, information flash, soccer news, photos, and more.



Columns

Editorial content with a serious twist. Articles, community news, important listings, columnists, classifieds, jobs, and much more.



Directory

Hispanic Canadian businesses live here. Complete catalogue of businesses serving the Hispanic community in and around the GTA.

Visitor Statistics and Ad Tracking

Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about the visitors to a website. GA is supported by Google's reputation and is among the leading web traffic analytics software. It gives us valued statistics such as Unique Number of Visitors, Pageviews, Pages Per Visit, Time On Site, and many other useful statistics to better know our visitors.

AdSpeed

AdSpeed is an independent ad server and ad manager. AdSpeed serves your ads, track impressions & clicks and reports ad statistics in real-time. AdSpeed combines the latest ad serving technologies with advanced web analytics to ensure a successful campaign and maximize your ROI.

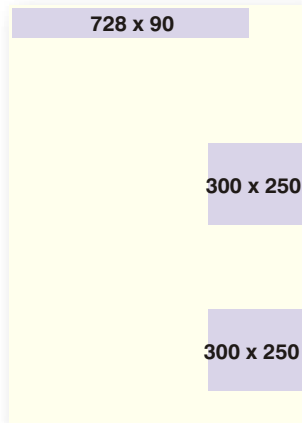


Home

Leaderboard**
\$425 / month

Big Box Higher ¹
\$595 / month

Big Box Lower*
\$450 / month

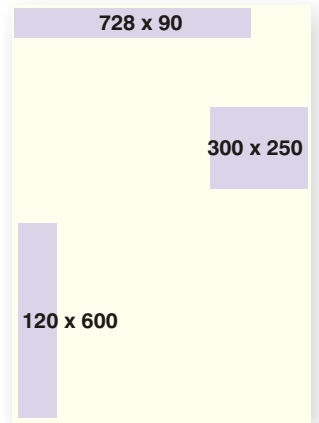


TH TV

Leaderboard**
\$149 / month

Big Box*
\$249 / month

Skyscraper*
\$149 / month



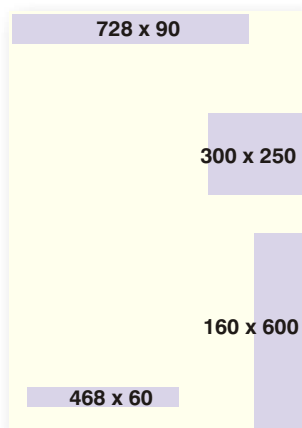
Entertainment

Leaderboard**
\$249 / month

Big Box*
\$299 / month

Wide Skyscraper*
\$149 / month

Footer Banner*
\$149 / month



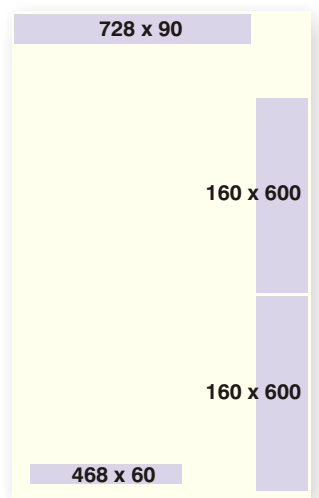
Fútbol (Soccer)

Leaderboard**
\$199 / month

Wide Skyscraper Higher*
\$249 / month

Wide Skyscraper Lower*
\$149 / month

Footer Banner*
\$99 / month



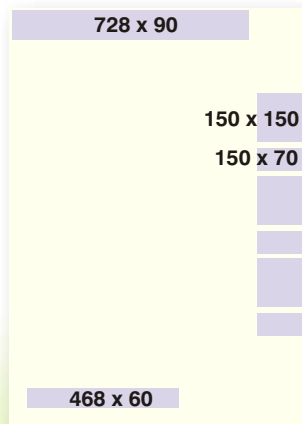
Columns

Leaderboard**
\$149 / month

Side Tile Large ²
\$249 / month

Side Tile Regular ²
\$139 / month

Footer Banner*
\$99 / month



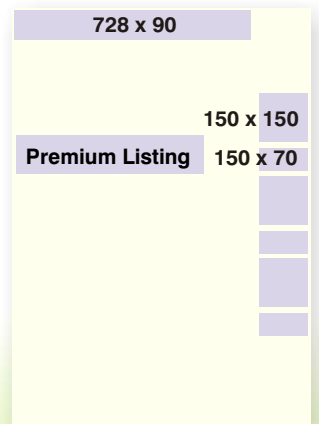
Directory

Leaderboard**
\$149 / month

Side Tile Large ²
\$249 / month

Side Tile Regular ²
\$149 / month

Premium Listing
List your business on top of the results page
\$99 / year



* Up to 5 ads rotating on pageview.

** Up to 10 ads rotating on pageview.

¹ Up to 6 ads rotating on pageview.

² Up to 15 banners randomly displayed on a vertical column.

Sizes in pixels:

A- Leaderboard

728 x 90

B- Big Box (Medium Rectangle Ad)

300 x 250

C- Wide Skyscraper

160 x 600

D- Skyscraper

120 x 600

E- Side Tile Large

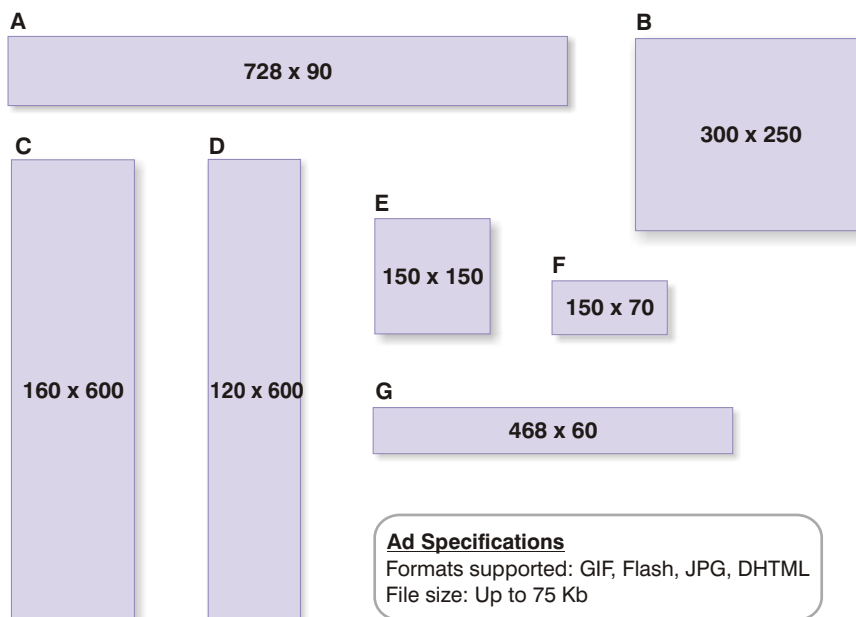
150 x 150

F- Side Tile Regular

150 x 70

G- Footer Banner

468 x 60



Ad Specifications

Formats supported: GIF, Flash, JPG, DHTML
File size: Up to 75 Kb

Other Products

POP-UPS

- **Pop-up:** traditional pop-up window on page load. - \$299 / week
- **Floating:** 10 seconds Flash animation displayed on top of the page. - \$449 / week

BUTTON AD: Run Of Site button ad shown on absolutely every page as part of our top navigation bar. - \$599 / month

ADVERTORIAL: Publish your own article as part of our editorial content. Your article will stay on our archives indefinitely. Articles subject to Editor's approval. - \$198 / week

EVENT LISTING HOMEPAGE: List your event in our homepage with a link to your website or Promopage. - \$150 / 4 weeks or less

PROMOPAGE: A promotional web page containing your advertising material, images, posters, MP3, videos, etc. - \$99 / one time fee

SEGMENT SPONSORSHIP: Establish leadership on your field by having your own segment on any of our Channels. Talk about your services, products, show your venue's pictures and events, etc. - \$349 / month

NEWSLETTER: Let our more than 9,000 subscribers know about your business, special promotions or events.

- **Newsletter Insertion:** Be part of our biweekly TH Newsletter. - \$99 / per issue
- **Newsletter Exclusive:** Send your message only. - \$250 / per issue

AD DESIGN: If you don't have your own ad, we can design it for you. - \$120 / any ad

TH TICKETS: Sell your event tickets on-line at an affordable price. Bank fees apply on a per ticket basis. - \$25 / set up

BUSINESS PREMIUM LISTING: Business Directory Premium Listing. A Premium Listing not only displays your business in the top results, but also shows your logo, description, link, map, email, etc. - \$99 / year