

<b>Hispanic League 2012 FIESTA Media Visibility</b>			
<b>Media Outlet</b>	<b>Advertising/Media Detail</b>	<b>Date</b>	<b>Impressions</b>
<b>Print Media</b>			
Forsyth Family Magazine	Full Page Story	September Issue	51,000
Winston-Salem Journal	1/2 Page Ad w/TWC logo	9/14/2012	79,529
	1/4 Page Ad w/TWC logo	9/15/2012	79,529
	Large photos/ Post event coverage	9/16/2012	79,529
	1/4 Page Ad w/TWC logo	9/12/2012	79,529
	Community Chatter - Post event coverage	9/20/2012	79,529
	1/4 Page Ad w/TWC logo	9/9/2012	79,529
	1/4 Page Ad w/TWC logo	9/11/2012	79,529
Relish	Full Page Editorial & Secondary Page	9/13/2012	60,000
	Calendar Listing	9/13/2012	60,000
	Full Page Ad w/TWC logo	9/13/2012	60,000
Winston-Salem Monthly	Article	September Issue	20,000
El Norte		8/30 - 9/5 Issue	600,000
Hola Noticia	Full Page Ad w/logos	8/30 - 9/5 Issue	30,000
<b>Outdoor Advertising</b>			
Fairway Outdoor Advertising	2 Digital Billboards on Business I-40	2 weeks prior	1,540,000
University Parkway	Banners - 2 different times	4 weeks prior	770,000
<b>Radio/TV Exposure</b>			
WFDD	PSA Campaign		300,000
Pepe 790AM	Radio PSA Campaign	30 sixty second per week for 3 weeks prior	600,000
98.3FM La Raza	Radio PSA Campaign		600,000
Time Warner Cable	PSA Campaign		600,000
WXII	Weather	9/15/12 -9/16/12	43,069
Triad CW/Estrella	PSA Campaign		not available
wxii12.com	Weather	9/15/12-9/16/12	284,558
journalnow.com	Large photos/ Post event coverage	9/16/2012	252,000
<b>Marketing Collateral:</b>			
	1/2 sheet program		5,000
	Flyers w/logos		500

Posters w/logos	English/Spanish		500
<b>Social Media:</b>			
Facebook	large spike in 25-34 likes		190 likes
Twitter			
Enewsletter/Email	At least 10 emails/enews targeted for Fiesta reaching an average of 1500 each time		15,000
<b>Total Impressions:</b>			<b>6,448,330</b>