



*Your Connection with the
Latino Community*

Cultural Ties to the Community:



Reaching More Latinos!

- Univision is a local broadcast affiliate.
- All locally placed commercials will be viewed on cable TV and over the air.
- Cable TV coverage includes all major Portland region cable systems.
- Spanish language commercials will be seen across the entire Portland/Vancouver/Salem metro area.

**Spanish Language is
the Key Link to Hispanic Culture**

Demographic Target Programming:

Adults:

Despierta América
Novelas
Cine Especial
El Gordo y la Flaca
Primer Impacto



Men:

Fútbol Liga Mexicana
República Deportiva
Primetime Novelas
¡Que Locura!
Lente Loco
Chiquitibum



Women:

Casos de Familia
Bailando Por Un Sueño
Mujer... Casos de la Vida Real
Novelas



Family:

Vivan Los Niños
Sábado Gigante
Don Francisco Presenta



Viewer Profile

Adults 18-34 • Male/Female Split: 45%/55%

Adults 18-49 • Male/Female Split: 44%/56% Median Age: 33



TOP 10 SPANISH - OVER THE AIR TV - PROGRAMS

Program	Day	Network	Rating	Share	HHH (000)	P 2+ (000)
Destilando amor	M-F	Univisión	25,4	37%	3.087	5.563
Latin Grammy	TH	Univisión	23,0	35%	2.797	4.910
Don Francisco presenta	W	Univisión	19,8	33%	2.398	4.005
Cristina	M	Univisión	19,0	31%	2.308	3661
La familia P. Luche	F	Univisión	18,3	30%	2.220	3.933
Una familia de diez	F	Univisión	15,6	27%	1.896	3.283
Amar sin límites	M-F	Univisión	14,2	23%	1.730	2.840
Yo amo Juan Querendón	M-F	Univisión	12,7	22%	1.542	2.537
Cine especial	Su	Univisión	12,7	20%	1.536	2.554
SOS: Sexo y otros secretos	T	Univisión	11,5	19%	1.402	2.382

Nielsen Hispanic Television Index. Top 10 programas en primetime. Canales en español. Rating promedio semanal para programas emitidos

entre el lunes 17 y el domingo 23 de septiembre de 7 a 11pm. Source: Nielsen Media Research. Todos los derechos reservados.

Portland KUNP TV Coverage

- **Over the Air Coverage**
- **Channel 47 Portland**
- **Channel 16 La Grande**



Channels 47



Channel 16



- **Current Cable TV Carriage**

Channel 31 Comcast Portland: All Zones 400,000 subs

Vancouver, St Helens, Hillsboro, Beaverton McMinnville, Gresham, Salem, Eastside and Westside Portland.

Willamette Broadband: All Zones 25,000 subs

Woodburn, Canby, Molalla, Stayton

- **Cable Carriage in 2008**

Charter Portland: All Zones 60,000 subs

Newport, Lincoln City, Astoria, The Dalles, Hood River, Dallas, Silverton, Independence, Sandy

Crestview Cable: Madras and Prineville 6500 subs

KUNP PORTLAND, OR



UNIVISION COVERAGE MAP



CABLE SYSTEMS

COMCAST:
 Portland Metro Area
 Hillsboro
 Tualatin Valley
 Vancouver
 Salem
 McMinnville
 St. Helen's

CRESTVIEW CABLE:
 Madras
 Prineville

CHARTER CABLE:
 Burns
 Lincoln City
 Tillamook
 Newport
 Hood River
 The Dalles
 Balles
 Independence
 Silverton

ADELPHIA CABLE:
 Longview
 Kelso
 Kalama
 Woodland
 Castle Rock
 Toutle



Channels 47



★ Madras
 Channel 16



★ Burns

2153 NE SANDY BVLD. PORTLAND, OR 97232

Noticias Noroeste

Program Format

Latest Headlines

News Segment

Break #1

Weather Segment

Break #2

News/Interview Segment

Break #3

Sports Segment

Break #4

Final Segment

30 Minute Local Newscast

6p News Sponsorship M-F, 5X at \$115 \$575 per week

11p News Sponsorship M-F, 5X at \$90 \$450 per week

Sponsorships are available in the 6p News and 11p News. Sponsorships are sold on a weekly basis, Monday through Friday only.

Sponsored segments include Weather, Sports, and News.

Billboards air after sponsored segment.

Sponsor billboard's are logo and name mention only (sponsored in part by...) :5's

Sponsorship commercial positions are :30's.

All rates subject to change at any time



Anchors Roxy De La Torre & Jaime Mendez

Weekly Community Calendar



2008 Sponsorship

Each sponsor package includes:

- Logo on each 90 Segundos segment airing a minimum of 10X per week. Logo appears exclusively for $\frac{1}{4}$ of the report.
- Two :30 commercial positions, Th-Fri 7-10a and Th-Fr 6-11p immediately adjacent to 90 Segundos
- 6X :15 promos each week, M-Su 6a-2a rotation. Exclusive audio and logo tag.
- Shared logo on 90 Segundos section of www.univisionportland.com. Logo can link to client website.
- Total of 4 Sponsorship positions available



Sponsor Investment

\$400 net per week,
\$5,200 net per quarter (13 weeks)



Gente que no ha preparado sus Impuestos tienen días extras.

Este año tiene dos días extra para pagar sus impuestos. La fecha de vencimiento es este Martes, 17 de Abril a medianoche.

Ultimas Noticias

- [Joven apuñalado en Lloyd Center Mall](#)
- [Sismo de 6 grados sacude a México y Acapulco](#)
- [Estudiante de 15 años dispara rifle en escuela](#)
- [Llegan cadáveres de niños salvadoreños desde EEUU](#)
- [Mueren 24 por bombas en Argelia](#)
- [Mas arrestos sobre farsa para recaudar dinero](#)
- [Mujer acusada por hacerse pasar como niño y vivir con adolescente](#)



Una nube venenosa interrumpe una fiesta de boda

Trece niños y un adulto fueron llevadas al hospital después de que una nube de gas toxico se formara en la piscina de un hotel durante una fiesta de boda en Portland. Un familiar de los niños dijo que el olor extraño hizo que los niños empezaran a toser y vomitar.



El cuerpo de una mujer encontrado cerca de un SUV accidentado

El cuerpo de una mujer fue descubierto en Portland el sábado por la mañana y la policía esta investigando si fue atropellada por un vehículo estiló SUV que se accidento contra un poste de electricidad. Por la proximidad cercana de los dos accidentes, se esta investigando si hay una conexión.



Un resumen de las noticias locales mas resaltantes de la semana.

Clima

45 °F

Condicion Actuales

Publicidad

Haz clic al ratón para tu DVD *gratis* Para Planificar Tus Vacaciones Disney

▼ haz clic aquí ▼

Publicidad

Haz clic al ratón para tu DVD *gratis* Para Planificar Tus Vacaciones Disney

▼ haz clic aquí ▼

Calendario de Eventos

ABRIL

Walk America Oregon y Southwest Washington
 La Caminata de America para el Nacimiento prematuro es el evento mas grande de March of Dimes para recaudar fondos. También es una tradición nacional con 36 años de historia exitosa.

Las recaudas de Walk America ayudan a la misión de March of Dimes a prevenir defectos de nacimiento y mortalidad infantil con educación, estudios y servicios comunitarios.

Acompañanos a la primera caminata de America mas grande y has la diferencia en la vida de millones de bebes!

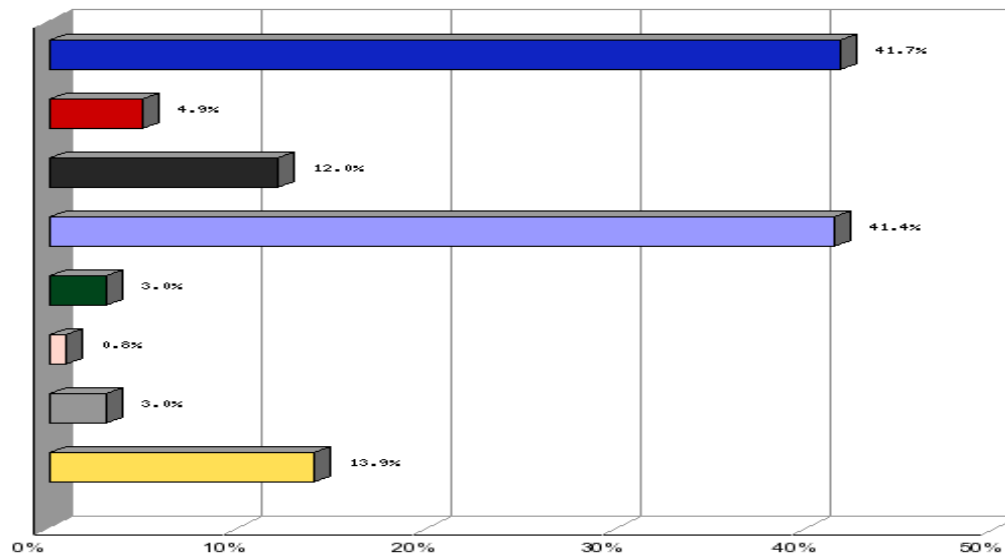
Día: Primera caminata: 4/28/2007

Audience Statistics

- Radio Spring Arbitron: El Rey total 7 day week audience is about 100,000 different people.
- TV Hispanic Market Weekly, 8/21/08: Univision was the number two audience in the US for Adults 18-34 and Adults 18-49, behind NBC Olympics, for the week of 8/11. Al Diablo at 8pm averaged 21.4% of Hispanic Households for the week. Fuego en la Sangre averaged 19.9% of Hispanic Households for the week at 9pm.
- TV Hispanic Market Weekly, 5/22/08: Al Diablo averaged 20.8% of Hispanic Households M-F. Fuego averaged 20.5% M-F.
- For English TV viewed in Hispanic Households that week American Idol was the number one show on Wednesday, reaching 6.1% of the households. American Idol on Tuesday was the second largest English TV audience for Hispanics, reaching 5.5% of households.
- Conclusions
- Clearly Univision programming has far more viewers than English TV in Hispanic Households.
- Taking Univision's national HH percentages we can calculate how many people watch Univision programs in the Portland Metro Area like this:
- 21% of all HH watch Al Diablo, national ratings. 21% of 350,000 Latinos in the Portland Metro Area equals 73,500 people watching KUNP/Portland at 8pm. Every night. Five nights per week. In one single one-hour program. Over 5 nights this single program on KUNP will deliver as many different people as El Rey, the #1 station in the market, delivers in an entire week (7 days, 24 hours per day).
- Another program, Fuego, reaches 20% of the people. Every night M-F at 9pm. In Portland that is 70,000 people each night. This one hour program alone probably reaches more different people in a week than El Rey reaches in an entire week, 7 days, 24 hours per day.
- Clearly Univision in Portland reaches far more Hispanics than any radio station.

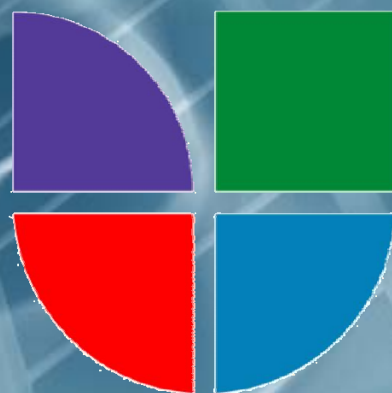
Audience:

Audience : Univision KUNP-TV - All



- Advertising influences purchasing decisions Yes
- Advertising message recall Spanish newspaper
- Advertising message recall Spanish radio
- Advertising message recall Spanish TV
- Advertising message recall Spanish magazine
- Advertising message recall Spanish Web site
- Advertising message recall Spanish billboard
- Advertising message recall English Media

Respondents : 266 | Sep~Oct 2007



¡Gracias!

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