

Overview



PRISA – ONE OF THE LARGEST SPANISH CONTENT PRODUCERS IN THE WORLD

PRISA Media USA reaches more than 14 million Hispanics with quality content created by our editorial teams throughout the US.

PRISA Media USA is the premier digital communication and advertising publisher group that specializes in reaching the U.S. Hispanic audience. Our publishing teams create content focused on four key passion points: Sports, Music, Lifestyle/Entertainment and Gaming. This allows us to deliver a highly qualified audience across multiple touchpoints, including engaging content, display advertising, digital audio, video, CTV, and programmatic advertising in the United States.

PRISA Media USA has a unique branded content studio called **La Factoría**, a multidisciplinary team of storytellers, marketers, creatives, designers and producers who work together to create the best Hispanic branded initiatives.

Prisa Media USA has a total of 50 O&O sites include prestigious and well-known brands among Hispanics, such as **EL PAIS, AS.com, Los40USA and MeriStation.**



Diverse Owned/Operated Status

Diverse Owned and Operated

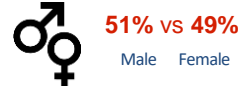


Language(s)

Spanish and English



Audience Composition



Hispanic: 100% of our audience

Bilingual: 82% of our audience



Monthly Unique Views/Visitors

14M Monthly UUs



Brand Safety

Prisa is TAG certified against fraud. Prisa also uses its own ad serving and audience agnostic technology tools for brand safety. Prisa follows all IAB Standard Guidelines. It combines a series of machine semantic analysis, human auditing as well as third party measurers to guarantee that all our inventory is of high quality and brand safety.



Client Service

Prisa Media USA has a dedicated client service team that oversees all third-party technology vendors as part of the measurement strategy to keep improving campaign performance and optimize towards client's KPIs.



Unique Offerings

Prisa Media USA offers the following portfolio of advertising opportunities:

- Content - Branded content, Native Articles, Content Hubs, Video Series
- OLV- Preroll, Midroll, Haptic video, Video with End Card
- Audio – Streaming Audio and Podcast

- High Impact Media - Rich Media, Homepage Takeovers, Billboard
- CTV/OTT
- Programmatic Platform through Mas Audience



PRISA Media USA Branded Content Studio – La Factoría



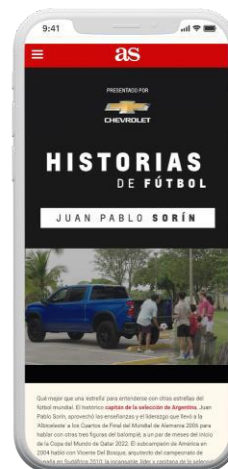
BRANDED CONTENT



BRANDED VIDEO CONTENT



BRAND INTEGRATION VIDEO SERIES



BRANDED CONTENT VIDEO SERIES



INFLUENCERS MARKETING

