



US Media

Jan, 2024

Entravision is...

A global AdTech powerhouse of traditional, digital and social media representation leading the way in consumer advertising.

40 Countries

Over 1,200 employees worldwide

Digital
eCommerce
Influencer
Radio
Television



We Are Reflective of the Communities We Serve



DIVERSE TARGETED MEDIA

- Multicultural Expertise
- Minority Empowering Partnerships
- Cultural Affinity TV, Radio and Digital Solutions
- Branded Content w/Boots-On-The-Ground Marketing

Our legacy in the U.S. is deeply rooted in Hispanic Marketing and have earned us a trusted household name in the communities we serve.

For over 25 years, Entravision has been providing expert Hispanic marketing solutions; which allows brands to further connect with the Latino audience leveraging our properties and community platforms.

We are culturally relevant, we are relatable and we are a multicultural brand strategic leader who knows how to engage with your consumer.

We embrace cultural diversity in the workplace.

Our Partnerships



HISPANIC
MARKETING
COUNCIL



88%
Minority
Employees

78%
Multicultural
Managers



Our Origins

Two TV stations in the Coachella Valley of Southern California started it all. After 20 years of working for the largest provider of Spanish content in the U.S., Mr. Walter Ulloa set forth to open his own Spanish media company as a Univision affiliate in 1996. He had a vision to super-serve Hispanics through programming that would inform, educate and entertain the Latino community.

By 2022, Entravision US Media owned 43 radio stations and 49 TV stations coast-to-coast with continued partnerships with top networks in the US—Fox, NBC, CW and Univision. In addition to traditional Radio and TV, Entravision offers a full suite of digital advertising solutions, including DOOH, CTV/OTT and digital audio. The growing needs to support local SMBs with our digital platforms have allowed us to expand our services beyond Spanish language content.

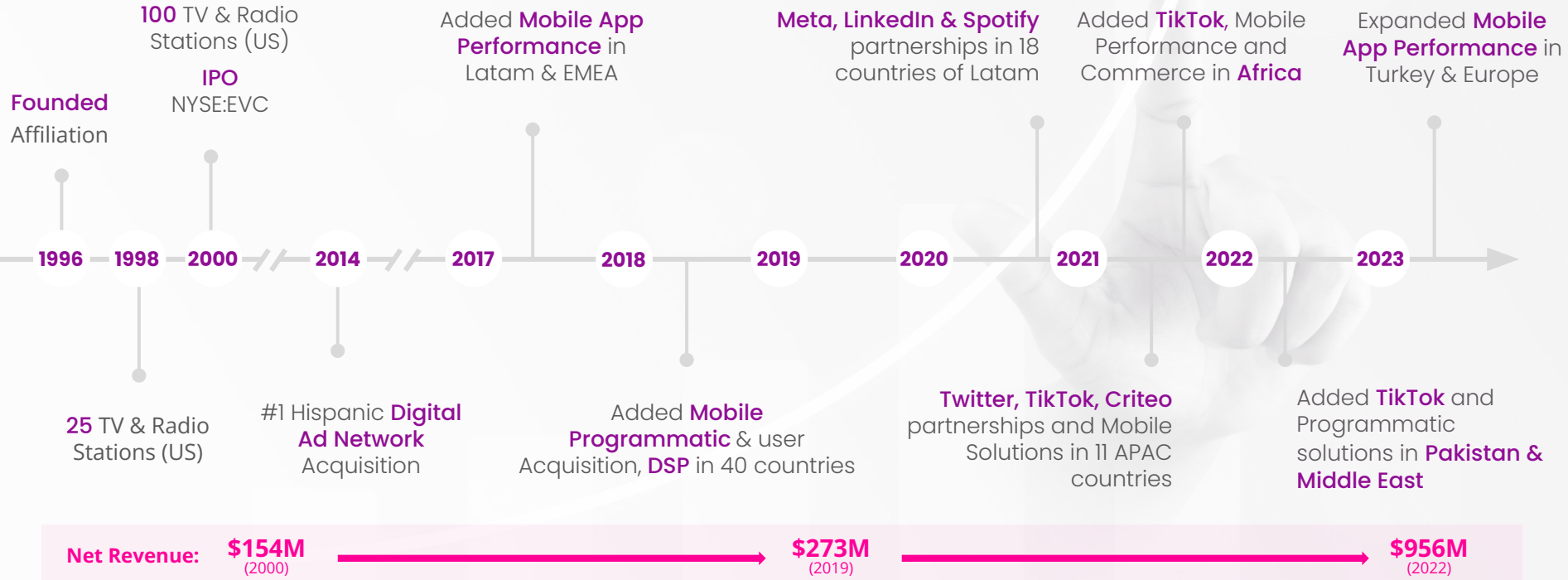
Today, Entravision operates under the legacy of excellence and dedication that Walter built. We continue to live up to his vision and remain a client marketing solutions provider, while building upon that legacy.



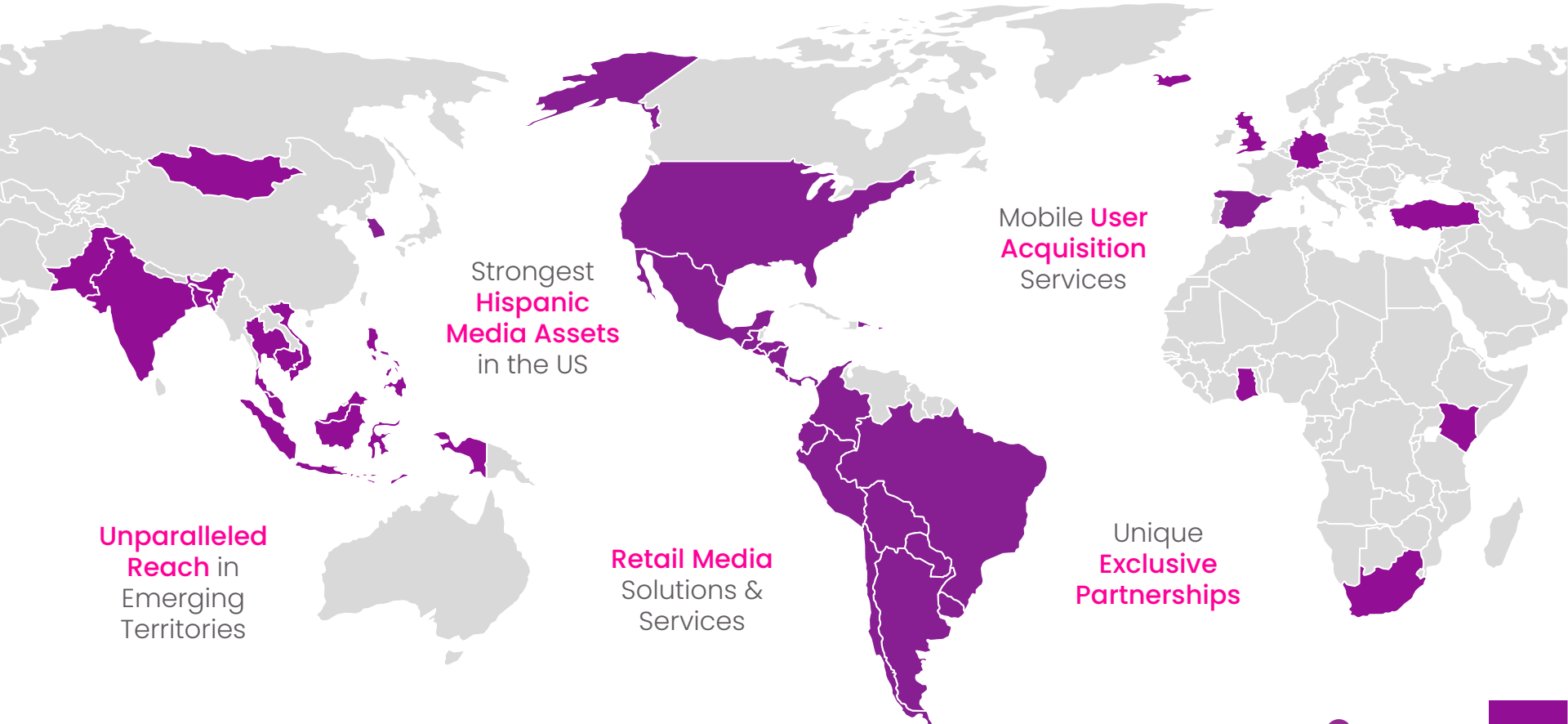
Walter Ulloa
Late Founder of Entravision

A growth and client-centric story around the world

Evolving from pure traditional broadcast into a global digital and adtech player



We deliver our solutions with local teams in 40+ countries



ENTRAVISION BRAND PORTFOLIO



DIGITAL SOLUTIONS

Proven influencers with mass reach and loyal audiences

BRANDED CONTENT

INFLUENCERS

TELEVISION

RADIO

STREAMING AUDIO

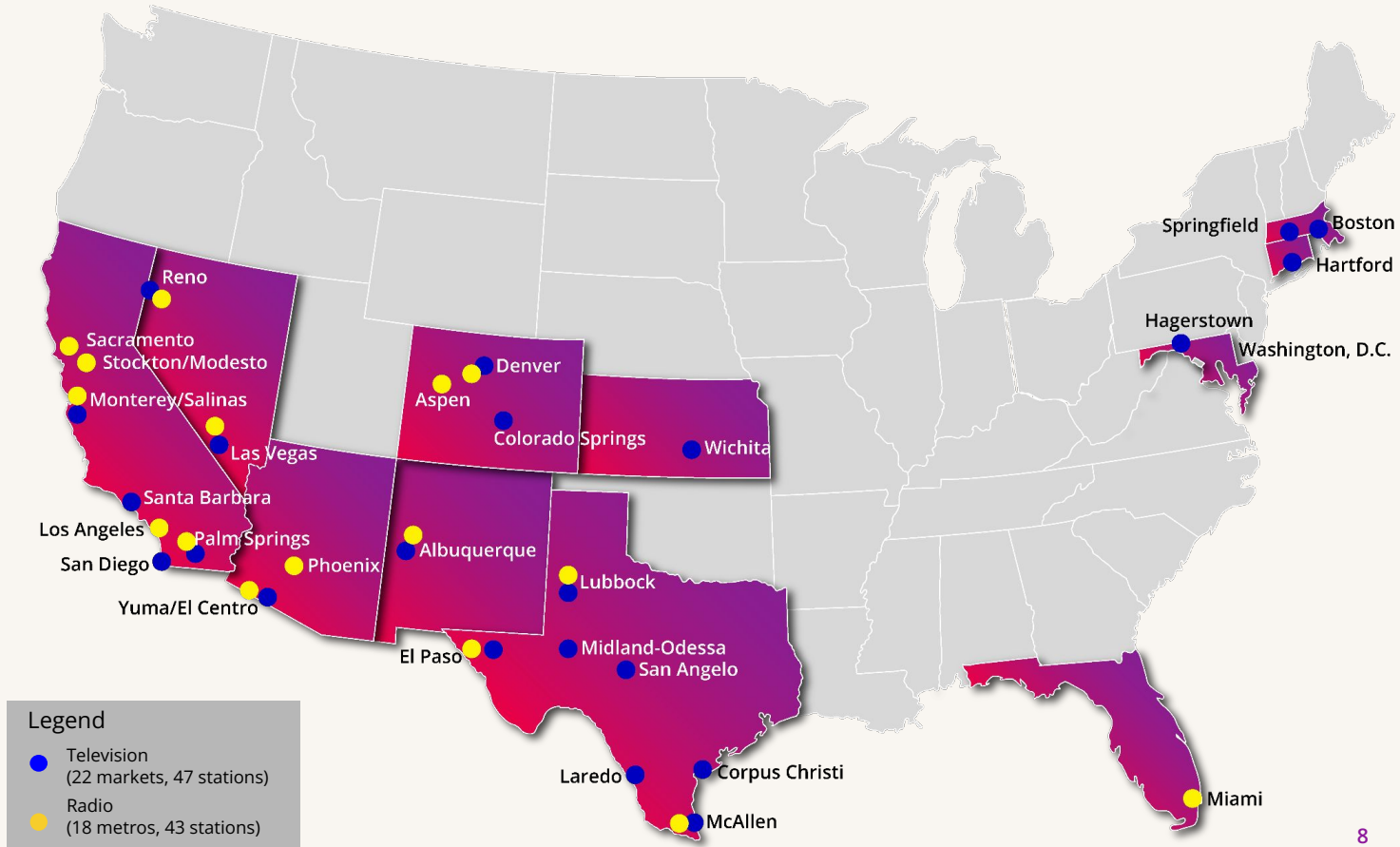


Hyperlocal Broadcast with National Reach

26
DMAs

90
TV & Radio Stations
+ Audio Network
(+300)

62M
U.S. Latino
Population



Multiple Touchpoints That Deliver at Scale



BROADCAST AUDIO



7.6M

USH AUDIENCE
TERRESTRIAL

DIGITAL AUDIO



39.7M

USH STREAMING
AUDIENCE

TV



3.7M

AVG WEEKLY
VIEWERS
O&O'S

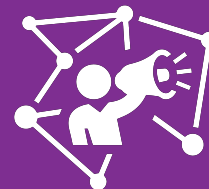
DIGITAL ADVERTISING



25M

MONTHLY
UNIQUE REACH

SOCIAL MEDIA (STATIONS & INFLUENCERS)



19.8M+

FANS &
FOLLOWERS
(TV & Radio Combined)

Proven, Premium & Award Winning TV Programming

Top Network Affiliates



The largest provider of Spanish-language content in the US.



A top English network with premium sports & high-rated shows.



An American Television network with 95+ years of ratings success & home to the top shows.



Youth-skewing network packed with superhero programming that attracts a very diverse audience.

Premium Sports & Award Specials



Top Rated & Emmy Award Winning Local News

As the local authority in news, sports and weather, we've been awarded over **150 Emmys**.

18 Early Newscasts
23 Late newscasts

(Does not include weekend newscasts)



Top Music Formats that Appeal the Most to Latinos



**New and Current
Regional Mexican Hits**

11 Markets
5 States:
AZ, CA, CO, NV & TX

18-49 yr-olds



**Spanish Contemporary
Hits and Soft Regional
Mexican**

11 Markets
5 States:
AZ, CA, CO, NM & TX

25-54 yr-olds



**70's, 80's, 90's
and today's Spanish Hits**

Largest coverage in
LA - Southern CA
(LA, San Bernardino,
Orange County, Ventura,
Northern San Diego)

25-54 yr-olds



**Cumbia & Gruperó
Music 24/7**

Los Angeles
25-54 yr-olds



**Latin Urban fused with
Top 40 English**

5 Markets
2 States: CA & TX
18-34 yr-olds

Home of the most dynamic talents in Spanish Media today

Iconic content creators



Connected beyond the airwaves!

Mornings



Edgar Sotelo
Energetic, Fun
Bi-cultural



Alex Lucas
Inspirational
Driving Force



Sylvia Del Valle & Eduardo Moreno
Notoriously wild and entertaining.

Midday



Eddie Sotelo
Celebrates Success & Accomplishments



Christian Carrillo
5 friends and a crazy ride of their lives

Afternoon



Erazno
Top ranked entertainment with unique parody skits



Jimena Aguilar
Entertainment & Trends



Eduardo Videgaray & Jose Ramon Sancristobal
Comedy about news stories in the US - Sports, Entertainment and Politics

Evenings



Mayra Berenice
Entertainment with a mix of music, motivation and paranormal phenomena



Ricardo Celis & Tony Nuñez
Coverage of the NFL's prime games from season Kick-Off Opener through the Super Bowl.



8.4M+



915K+



3.5M+



705K+



3.2M+



18K+

*Combined talent social media numbers as of 10/2023

A Full Digital Suite That Supports Local SMBs



Managed Services

Our digital marketing service help SMBs reach targeted audiences and promote their products/services to potential customers in a more efficient, cost-effective & hassle-free way.

Our Services include:

- Landing Pages
- SEM/SEO
- eMail Marketing
- Social Media Ads
- Display Ads
- Paid Search



Target | Reach | Engage

Digital Audio

Reach audiences everywhere across all streaming platforms and devices on leading publishers.

- O&O stations
- Nationally- syndicated shows

 **US HISPANIC DIGITAL REACH**
37.5M
Unique Users 18+

- Publishers Partnerships -



entravision+

CTV and OTT

The next generation of transforming TV into a performance marketing channel



- Beyond traditional TV
- A growing audience of content streaming apps

Digital Out-of-Home

Catching consumers on-the-go.

- Geofence
- Track
- Target
- Personalize
- Measure

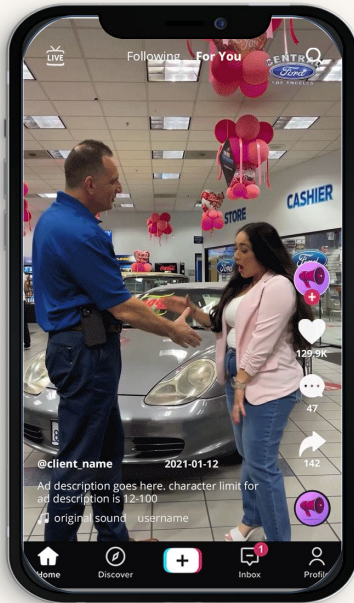


We're a Studio of Branded Content Ideas

Content Creators

Creating unique and innovative consumer-engaging multi-media that integrates with brand messaging

- Original curated content.
- Leverage our social media street teams and On-Air talent.
- Shareable videos that can be easily optimized on multi-channel platforms.



Community Platforms

Unique proprietary stories that embrace cultural celebrations and pertinent trending matters

- Custom branded content unique to our platforms & stations.
- Ability to create a multi-channel strategy for a full 360 integrated marketing campaign.
- Leveraging seasonal themes and key holidays to form connections.



We Offer a Full-Funnel Marketing Strategy



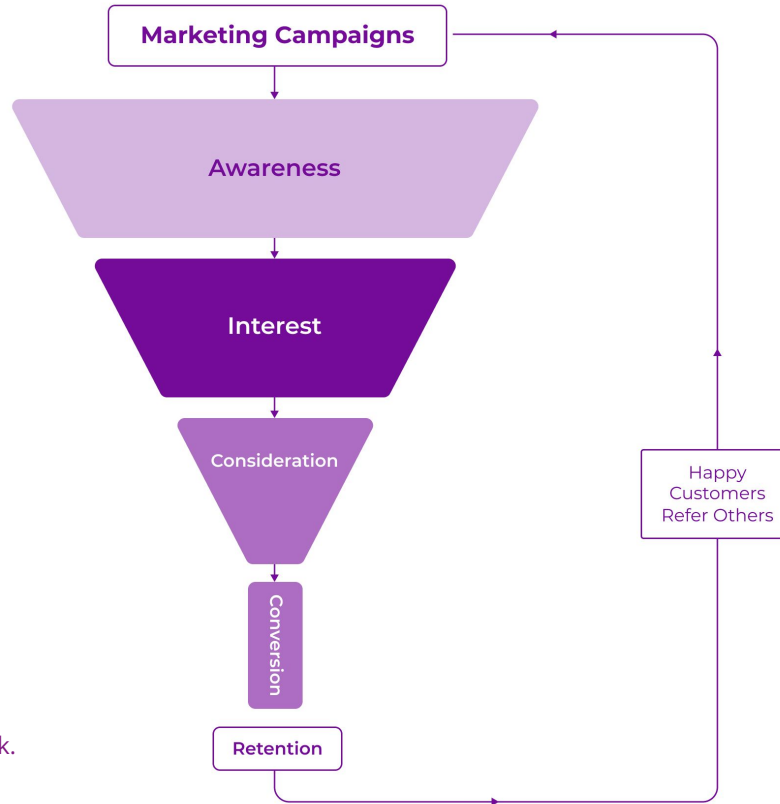
Awareness – A stage of the first interaction with the brand. Task is to capture customer attention

Interest – When the customer is doing research. Task is to keep their attention.

Consideration – The customer is choosing between alternatives. Task is to convince your option is best

Conversion – The stage where the purchase happens

Retention – An optional beyond-the-funnel stage, designed to keep customers coming back.



Dependable Omni-Channel Campaigns

Our diverse media portfolio offers multi-layered solutions and multi-touchpoint engagement across linear, digital and social.

Proven expertise to implement a multi-market, multiplatform plan from conception to post analysis efficiently and seamlessly.

Hundreds of clients have trusted us for service, quality control and campaign results



Client Showcase

indeed®



2021
Season
Logo



2022
Season
Logo

Leveraging partnerships to amplify two brands with a single message.

Women of the NFL Campaign

Indeed had a budget set aside for Hispanic Heritage Month and contacted us for opportunities.

With our partnership with the NFL, as their exclusive national Spanish radio broadcaster, we knew these two brands had a common goal—increase engagement with the Hispanic community.

With both brands on board, we conceptualized a branded content strategy that entailed sponsored segments and vignettes where we highlighted women of the NFL. Some even included Facebook Live interviews.

The campaign was so well received by the audience and both brands, that Indeed renewed the campaign for the 2022-23 NFL season.

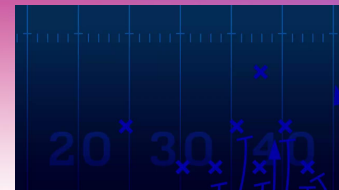
Bonus Interviews

Facebook Lives for added exposure



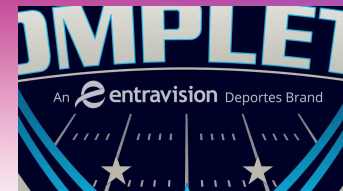
Liliana Perez

Director of Cultural Affairs
Los Angeles Chargers



MJ Acosta-Ruiz

Sports Reporter
NFL Network's Total Access



Client Showcase



CELEBRANDO EN GRANDE

Hispanic Heritage Engagement Campaign

CELEBRANDO EN GRANDE is a multi-week content promoted sweepstakes that combined relevant prizes such as weekly gas gift cards and a \$10,000 grand prize. It allowed our partner to reach their goals of engaging with our audiences in a culturally relevant way.

By The Numbers

+76.3MM

TOTAL IMPRESSIONS

ACROSS TARGETED AUDIENCES

+26MM

ADDED-VALUE
IMPRESSIONS

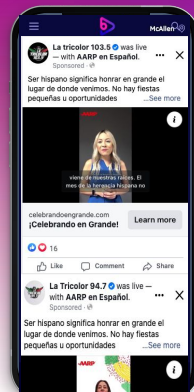
ACROSS LINEAR AND DIGITAL PLACEMENTS

+101K

LANDING PAGE VISITORS

WITH 105k TOTAL PAGE VISITS

Display, Video
PreRoll, YouTube,
Audio, EVC Display,
Email





THANK YOU!

Learn more at: **entravision.com**

Sign up for our newsletter: **ClientSolutions@Entravision.com**

