

Hispanic Marketing & Public Relations Podcast Sponsorship Opportunities



What is the Hispanic Marketing & Public Relations/HispanicMPR.com podcast?

It's the first audio program with 100 percent editorial content in the U.S. about Hispanic marketing and public relations. It is recorded with an MP3 format which can be played by listeners directly from the HispanicMPR.com website with any web browser. It can also be downloaded and played on an iPod or other MP3 playing device. Unlike radio programs which air only once, podcasts are played on the initial air date and later at the convenience and pleasure of the listener.

How do listeners find out about HispanicMPR.com podcasts?

Podcast recordings are announced on the HispanicMPR.com website. All HispanicMPR.com subscribers receive an email notifying them of the new podcast and inviting them to listen to it. It's easy for visitors to listen to the podcasts which require no special playback equipment.

HispanicMPR.com podcasts are conveniently listed in the Podcast box (the box with the blue background) on the website. Visitors may select any title in the box and click to listen instantly. The box is home to the most recent podcasts. Other recordings are listed in the Podcast category in the website.

The HispanicMPR.com podcast is listed in the major podcast directories including iTunes and Yahoo! iTunes subscribers who have selected HispanicMPR.com podcasts receive them automatically every time they update their files.

Mobile phone users may also listen to our podcasts on their phones by subscribing via VoiceIndigo. Look for the convenient link to VoiceIndigo on the HispanicMPR.com website, just under the Podcast box.

HispanicMPR.com
2901 Clint Moore Road #265, Boca Raton, FL 33496
1(561)892-0494 sales@hispanicmpr.com
www.HispanicMPR.com

What is the HispanicMPR.com program about and who are the guests?

The program is hosted by Elena del Valle, MBA, a 20 year veteran marketer and communicator, specializing in Hispanic markets. During the program, she discusses Hispanic marketing and public relations topics with industry leaders and experts, sharing the latest news with listeners.

The podcast has featured songs from debut albums and popular Latino performers including

- Andrea Echeverri
- Diana Mera
- Diego Diego
- Hector Buitrago
- Hip Hop Hoodios
- Maxim en Español
- Mexico Institute of Sound
- The Pinker Tones
- Sara Valenzuela
- Spigga

Podcast guests have included Hispanic marketing and communication leaders and experts

- Daniel Ayala, senior vice president, Wells Fargo
- Alex Carvallo, U.S. Hispanic media manager, Intel Americas
- Martin Castro, president and CEO, Mexican American Opportunity Foundation
- Bill Colton, president, Global Telesourcing
- Jeffrey Duque, commercial director U.S., Cuatro-Media, Inc.
- Juan Ochoa, director, Program Development, MFM Trade Meetings
- Matias Perel, president, Latinthre3.com
- Rupa Ranganathan, ethnic strategist and senior vice president, Strategic Research Institute
- Gloria P. Ruiz, Ph.D., department chair, Communication Arts, English and Humanities, St. Thomas University
- Federico Subervi, Ph.D., professor School of Journalism and Mass Communication, Texas State University-San Marcos
- Jaime Suchlicki, Ph.D., editor, *Cuban Affairs Journal*, University of Miami
- Michele Valdovinos, vice president, Phoenix Cultural Access Group

Who have discussed

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- Banking services and remittances for Latino consumers
- *Cuban Affairs Journal*
- Fourth Annual Innovations in Hispanic Markets conference
- Hispanic call centers
- Hispanic market research
- Hispanic media masters program
- Hispanic online market
- Intel's efforts to reach Latinos
- Latino media
- Newly launched *Fox Sports en Español* magazine
- Nonprofits and Latinos and Mexican American Opportunity Foundation
- 7th Hispanic Boom conference

How does the podcast reach listeners?

HispanicMPR.com podcasts programs have an extended shelf life. They are listed in the website's Podcast box for the month in which they air and remain in the HispanicMPR.com archives. Podcast programs are announced on the HispanicMPR.com website and listed in the Podcast Category for easy reference, making them available to website visitors and hundreds of subscribers. Hundreds of HispanicMPR.com subscribers are notified by email when a new podcast becomes available. Additionally, the HispanicMPR.com podcast is listed in the major podcast directories including iTunes and Yahoo!

How can my company benefit by sponsoring a podcast?

Companies wishing to develop or enhance their brand among marketers, communicators, leaders, journalists, public relations practitioners, advertisers, including Hispanic practitioners in those fields are able to benefit from the HispanicMPR.com program's growing popularity by sponsoring one or more programs.

Audio sponsorship

- Provides a mention of the sponsor's name in the introductory and closing remarks
- Includes the company name and a hyperlink at the bottom of the podcast announcement on the website
- Cost \$150

Website sponsorship

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- Provides audio sponsors the opportunity to be listed as website sponsors for a month
- Cost \$50

How can I pay?

Sponsorship payments can be made online or by mail. Once we receive the check or confirmation of your online payment, you may select a podcast.

For more information email sales@hispanicmpr.com or call (561) 892-0494.

Thank you for your interest!