

Growing your Business with Univision:

Automotive Update

San Diego DMA

FEBRUARY 2013 RYTD

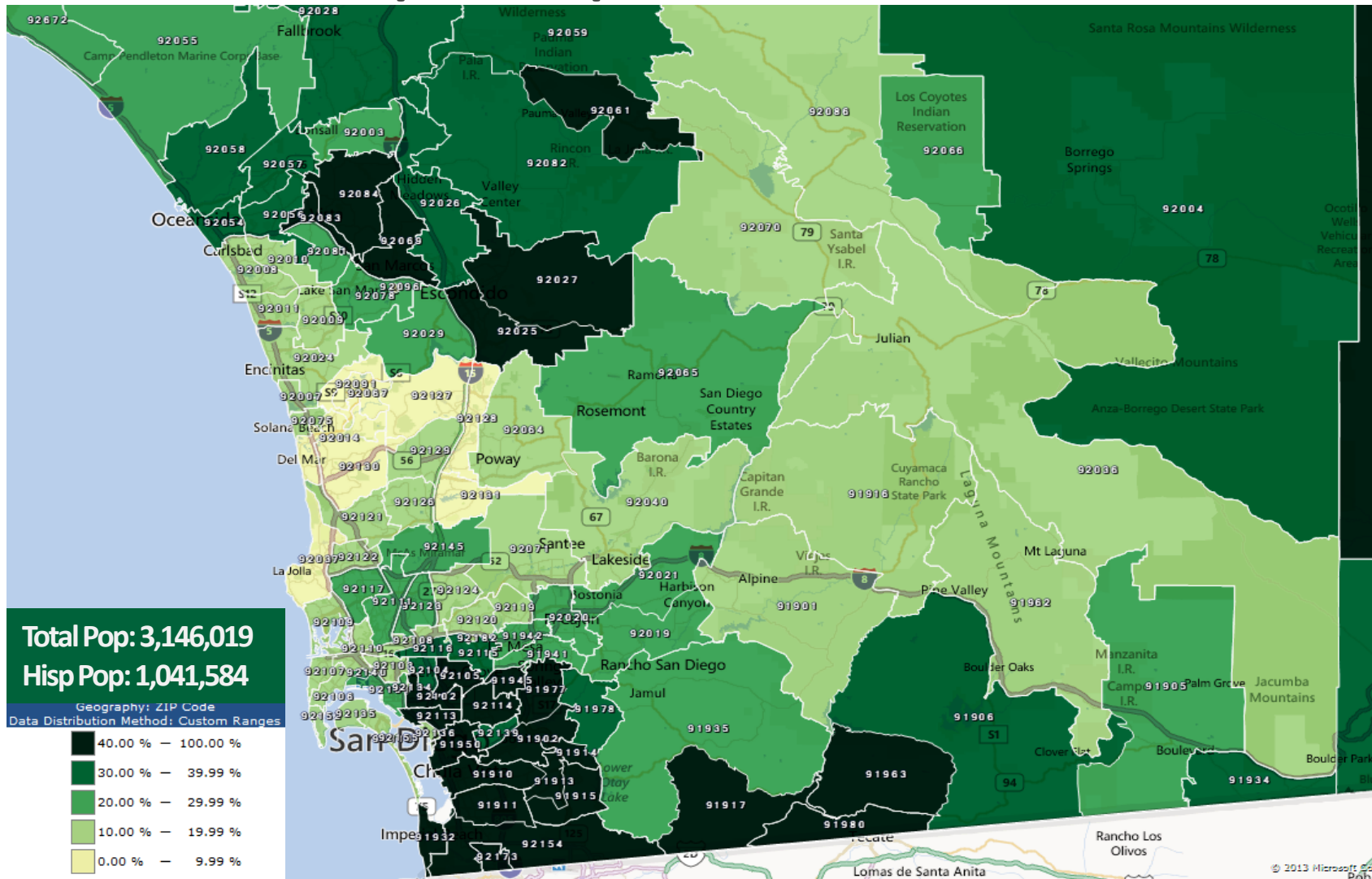
Created by:

San Diego Univision Radio

Your San Diego Consumers

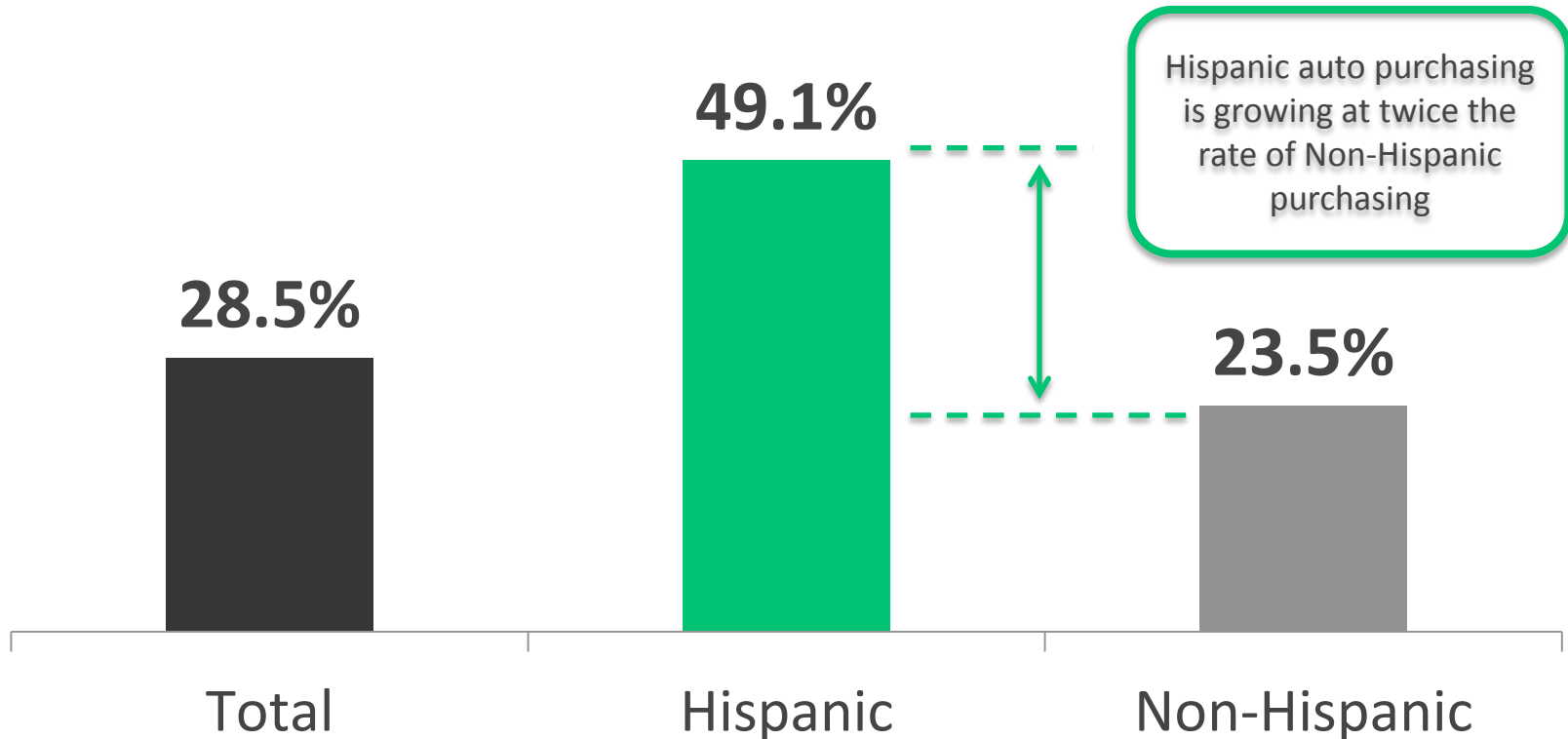
The Growing Hispanic Population

2012 Hispanic Population Penetration: 33%



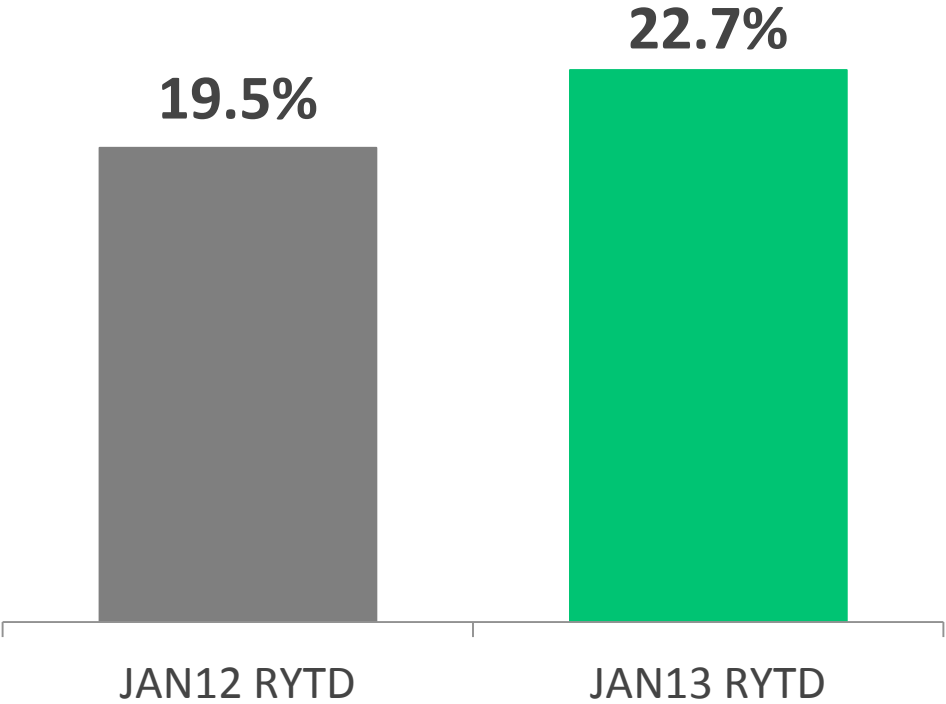
Hispanic New Vehicle Sales Are Outpacing the Market

Growth of San Diego DMA New Vehicle Sales Volume:
Jan12 RYTD vs. Jan13 RYTD



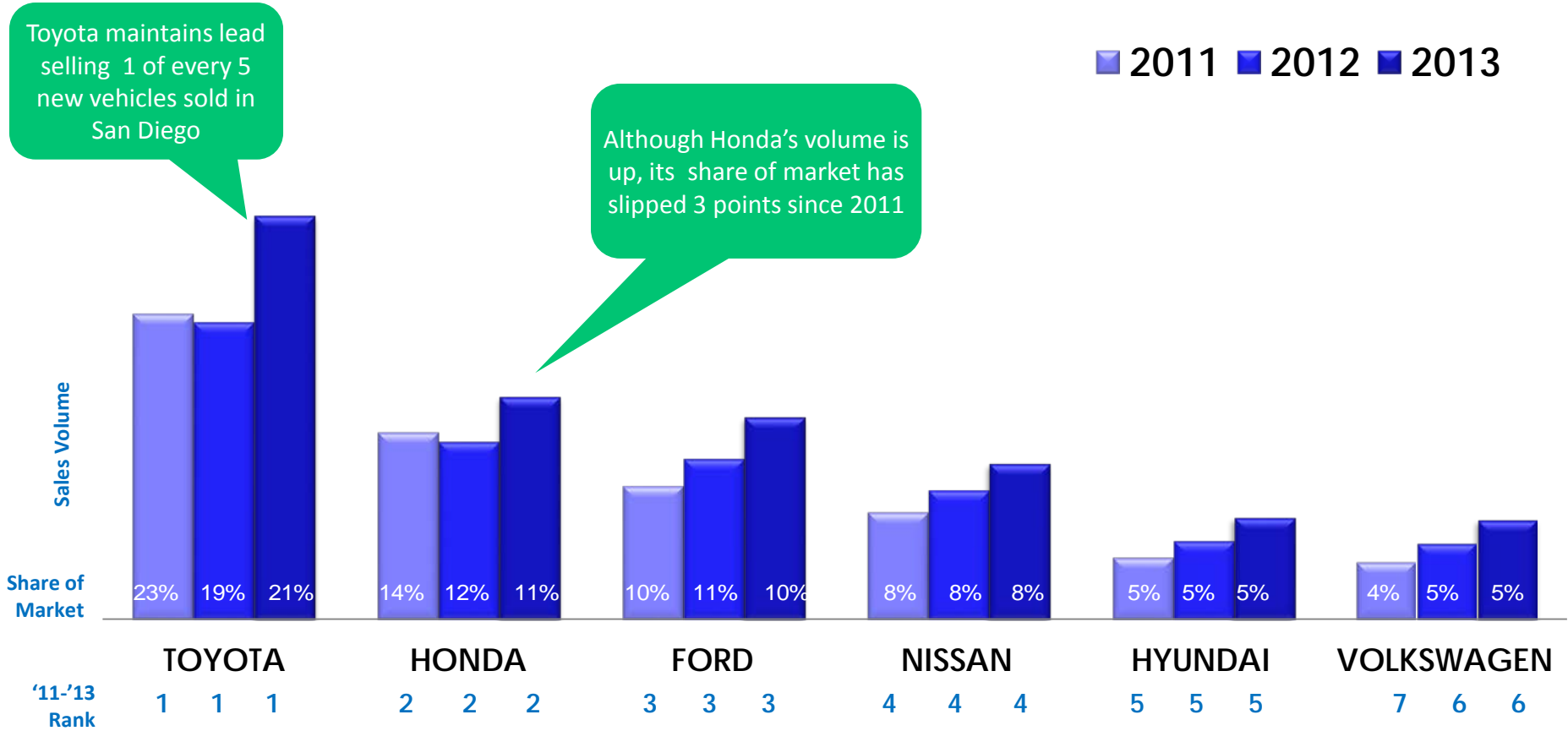
Hispanic Share of San Diego New Vehicle Sales is Increasing

Hispanic Share of San Diego DMA New Vehicle Sales



Top Brands

Total Market – SAN DIEGO DMA



The Top 6 Brands:

- ✓ Account for 60% of all new vehicle sales to the Total Market
- ✓ All top 6 brands have increased volume



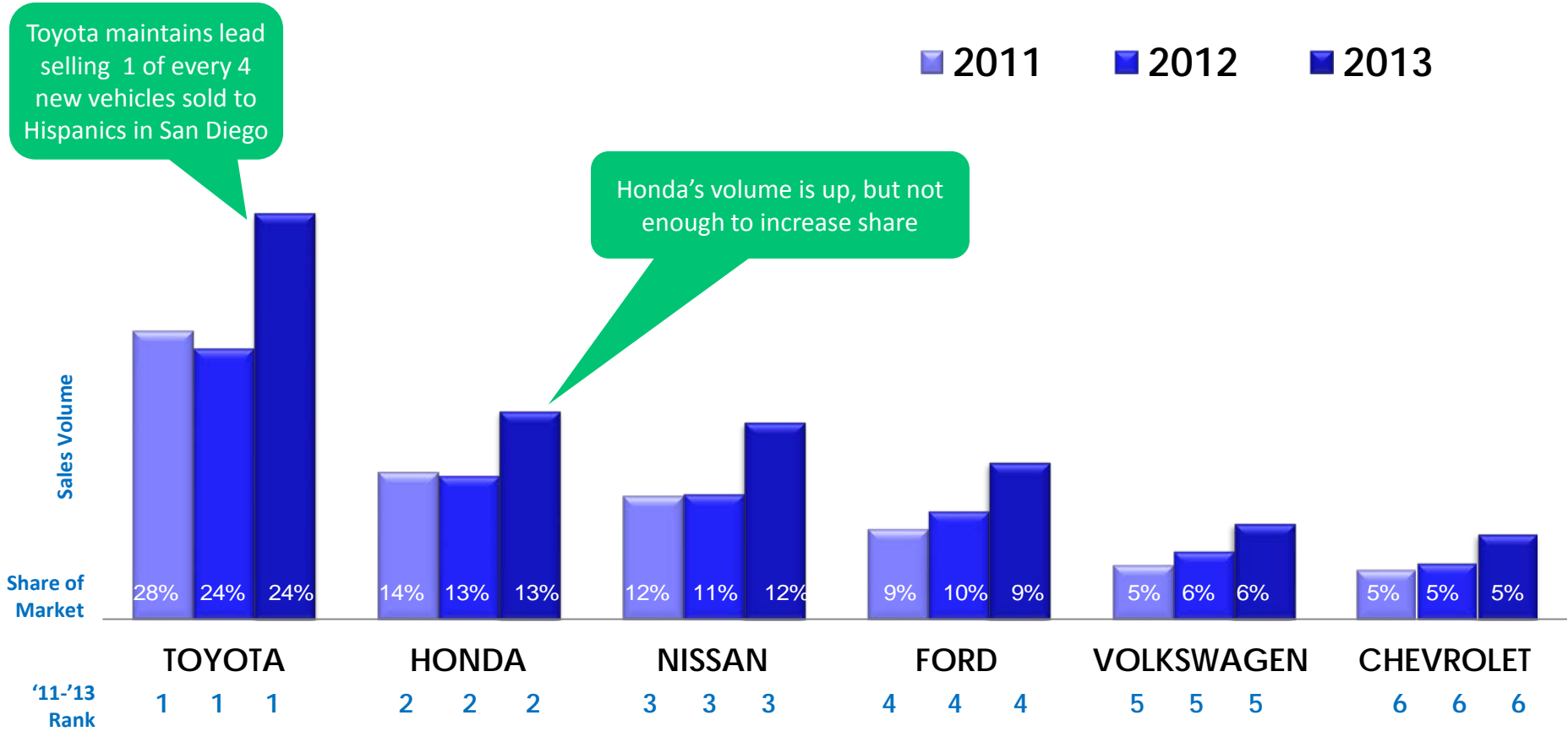
Top Brands

Hispanic – SAN DIEGO DMA

Toyota maintains lead selling 1 of every 4 new vehicles sold to Hispanics in San Diego

■ 2011 ■ 2012 ■ 2013

Honda's volume is up, but not enough to increase share



The Top 6 Brands:

- ✓ Account for 69% of all new vehicle sales to Hispanics
- ✓ All top 6 brands have increased volume
- ✓ All top 6 have maintained their rank over the last 3 years



Mossy VW / KLNK Concert Program

KLNK will hold on site activations at Mossy Volkswagen on a monthly basis to promote dealership and giveaway tickets to the hottest concerts happening at Show Palace (the prime concert venue in North County SD).

Mossy Volkswagen will also be able to have signage and “Floor” a selected vehicle by the front entrance of Show Palace during these concerts to promote its monthly lease specials. It would be recommended to have a couple of your sales representatives attend the concert, hand out business cards, service offers and gather information for “Call-Backs.” This can be a great lead generation and really incorporate your Dealership into the fabric of the stations and our audience while you sponsor the Top Concerts in North County brought to you by La Nueva.

Monthly promotional elements:

- One (2) 2-hour retail activation per month @ Mossy Volkswagen
- Two (2) 1-hour van hit per month @ Mossy Volkswagen

Past Major Concerts:

Ramon Ayala
El Kommander
Los Buitres
Recoditos
Gerardo Ortiz



UNIVISION

Proposed Weekly Schedule

Dayparts	Length	Spots
KLVN	Net Reach	205,600
Mon-Fri 6a-7p	60-second	15x
Mon-Fri 5a-10p	60-second	10x
Sat-Sun 8a-7p	60-second	5x
Mon-Sun 6a-6a	60-second	10x
Total Weekly Commercials		40x

Geography: Metro

Demo: P 18+

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following information: SAN DIEGO; MAR13 / FEB13 / JAN13; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

© 2013 Arbitron Inc. All Rights Reserved.



UNIVISION

Monthly Summary

Media Schedule:

Total of eighty (80) 60 second spots on KLNK La Nueva 106.5 FM – 40 per week

On air promotional elements to support on site promotional activities

KLNK

- Twenty (20) :30 second promos - for retail activation
- Thirty (30) 10 second liners – for van hits

Total monthly announcements: 130x

Total Promotional value = \$30,000

Monthly Investment = \$7,500 –
includes talent, appearance and endorsement fees

Univision Radio San Diego

Coverage Maps, Demos, Gender Composition And More

KLNV La Nueva and KLQV Recuerdo are the only U.S. broadcasters that cater exclusively to San Diego's Hispanic listeners



Spanish Adult Hits station **KLQV-FM Recuerdo 102.9 FM** sits atop Mt. Soledad and delivers a powerful 32,000 watt signal throughout the entire San Diego area.

KLQV-FM

Recuerdo 102.9

Format: Spanish Adult Hits

Founded: 2006

Target: 25-54

Gender: 50% Male / 50% Female



Regional Mexican **KLNV-FM La Nueva 106.5's** transmitter is based in central San Diego and delivers 50,000 watts.

KLNV-FM

La Nueva 106.5

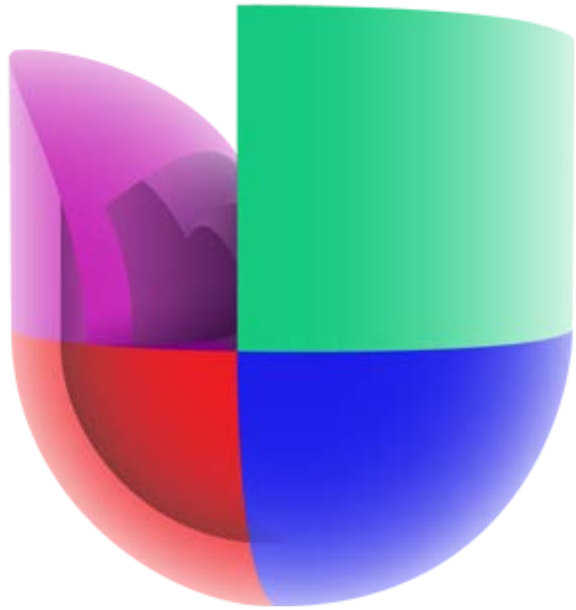
Format: Regional Mexican

Founded: 1998

Target: 18-49

Gender: 60% Male / 40% Female





**Learn More.
Gain More.**