

Growing your Business with Univision: Border Traffic Sponsorships



World's Busiest Border



2012 Border Crossing	44.4 million
Car Passengers	30,755,342
Pedestrians	12,043,013
Truck Drivers	822,174
Bus Passengers	748,984
Train Passengers	430



Source: 2012 San Ysidro/Otay Mesa/Tecate Border Crossing—www.bts.gov

UNIVISION

Website Sample

Step 1:

Three sections on station home page from which to get LIVE Border Traffic information

The screenshot shows the website for La Nueva 106.5. At the top, there is a blue banner with the text "Bienvenidos a cobertura médica para los californianos." and "Inscríbete ya coveredca.com/es". Below this is a navigation bar with "BLOGS", "FOTOS", "VIDEOS", "EN VIVO", "GARITAS", and "TU SALUD". A large central banner features the station's logo and "La Nueva 106.5" with buttons for "ESCUCHA EN VIVO" and "GARITAS EN VIVO". To the right is a blue box with "Inscríbete antes del 12/23/2013 para estar asegurado el 1/1/2014" and "Empieza CoveredCA.com". Below the main banner is a "Blogs" section with three entries: "Información del cruce de garitas EN VIVO.", "La Posada con Banda Carnaval", and "Lupillo llegó al Homenaje de Jenni Rivera". On the right side, there is a "Top 10" music chart with the following songs: 1. Que Dios Bendiga, 2. Y Te Vas Banda Carnaval, 3. La Original, 4. Dímaselo Gerardo Ortiz, 5. La Mejor De Todas Banda Recodo, 6. Te Amo (Para... Inocente, 7. Aquí Estoy Calibre 50, 8. Y Ahora Resulta.

Green arrows point to the "GARITAS EN VIVO" button in the main banner, the "GARITAS" menu item in the top navigation bar, and the "Información del cruce de garitas EN VIVO." blog entry.



Website Sample

Step 2:
Select a border location to view
LIVE traffic
information

The screenshot displays the UNIVISION website interface. At the top, there is a blue banner for 'UVIDEOS' with the text 'ES UNIVISION EN TUS MANOS.' and a 'HAZ CLICK' button. Below this is the website's navigation bar, including 'univision.com', 'Emisoras', a search bar, and 'Login' and 'Regístrate' buttons. The main content area features the 'La Nueva 106.5' logo and a red navigation bar with categories: 'BLOGS', 'FOTOS', 'VIDEOS', 'EN VIVO', and 'TU SALUD'. A secondary navigation bar includes 'uforia', 'Foro', 'Enviar', 'Compartir', 'Like', 'Follow', 'Pinterest', and 'ESCUCHA EN VIVO'. The main article is titled 'Información del cruce de garitas en vivo.' and includes a map of a border crossing. The map shows the USA and Mexico border with various camera locations marked: 'CAMERAS DE VEHICULOS HAZ CLIC AQUI', 'CAMERAS DE SENTRI CLIC AQUI SOLO VIP', and 'PEATONAL HAZ CLIC AQUI'. A text box on the map says 'Para ver video, haz clic en la [video icon] que tiene la vista que quieres.' Below the map is a 'BEST TIME TO CROSS? CLICK HERE' section with a line graph. To the right of the map is a sidebar with 'Artículo anterior' and 'Próximo artículo' links, a 'LO MÁS POPULAR DE LA SEMANA' section with a 'DIRECTO A TU EMAIL' button, and a 'Fotos' section with several image thumbnails. At the bottom right, there is a 'Cheap Flights - 80% Off' advertisement.



Website Sample

Step 3: LIVE Border Traffic information



BordeTraffic.com

LaLineaEnVivo.com

805/5 FREEWAY	LEFT SIDE	READY LANES	SENTRI 1
805/5 FREEWAY	LEFT SIDE	READY LANES	SENTRI 1
805/5 FREEWAY	LEFT SIDE	READY LANES	SENTRI 1

Para información selecciona una localidad



USA

MEXICO

PEATONAL HAZ CLIC AQUI

CAMERAS DE VEHICULOS HAZ CLIC AQUI

CAMERAS DE SENTRI CLIC AQUI SOLO VIP

Para ver video, haz clic en la  que tiene la vista que quieres.

BEST TIME TO CROSS?
CLICK HERE

Border Traffic Sponsorship Package

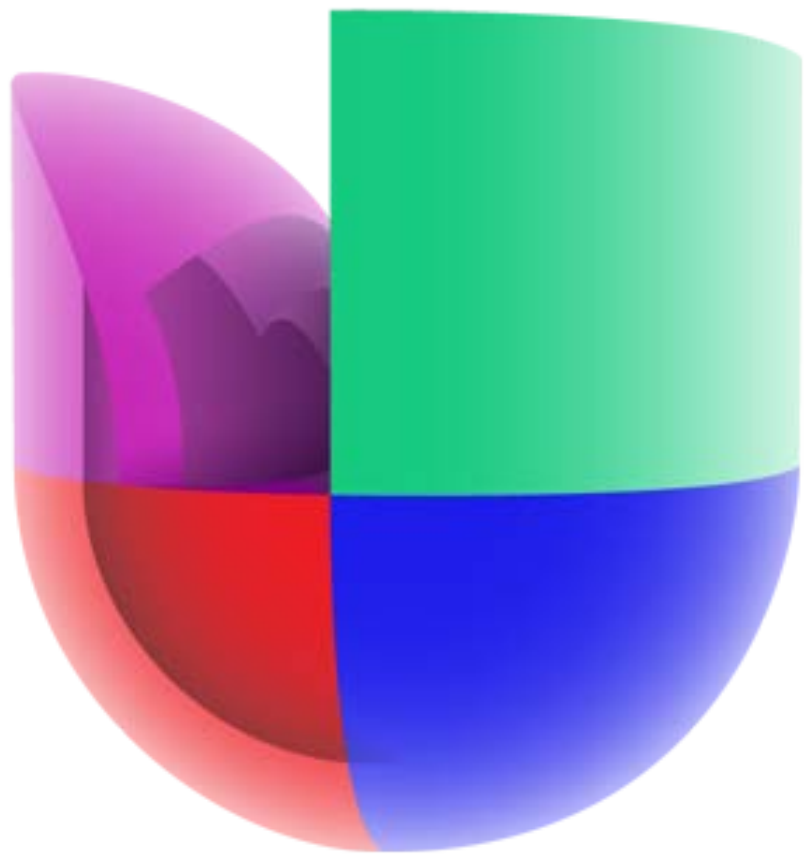
- 20x LIVE traffic sponsorships each week
 - 10x on KLNV to run Monday – Sunday 6a-7p
 - 10x on KLQV to run Monday - Sunday 6a-7pm
- 40x Streaming Promotional announcements each week
- Online rotating banner ads on KLNV & KLQV Border Traffic sites (Size: 300x250)
- Mobile app banner ads on KLNV & KLQV Border Traffic sites (Sizes: 120x20, 168x28, 300x50)

Monthly NET Investment: \$2,500
(3 month minimum required)



*Only 5 packages available





**Learn More.
Gain More.**