

Univision Digital Capabilities

Univision.com traffic overview – San Diego August 2012

#1 Spanish language website

Among U.S. online Hispanics for the 9th year in a row***

San Diego page views on Univision.com from San Diego DMA

2, 282,813 Monthly
page views (August 2012)*

San Diego Audio streaming

Over 14,500 people monthly**
(August 2012)*

KLNV La Nueva 106.5

73, 644 Monthly page
views (August 2012)*

Facebook Subscribers
11, 419 (January 2013)



KLQV Recuerdo 102.9

45,686 Monthly page views
(August 2012)*

Facebook Subscribers
3, 426 (January 2013)

San Diego Email Subscribers

7, 847 (August 2012)*



Gender

56% Female
44% Male



Age

35.3
Mean age



Children

77% Have children in household



Income

Mean household income

\$59,700

Language

75% Spanish dominant

90% Speak both Spanish & English

Online

91% Have internet access at home

87% Broadband access at home

77% Accessed internet from home in the past 7 days



Audio stream your radio spot online on Univision.com



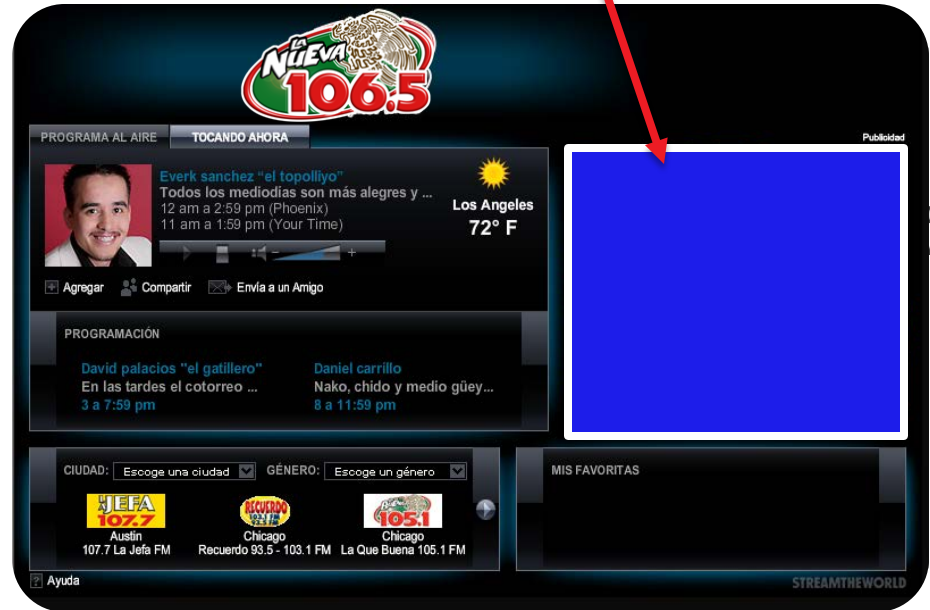
Local market radio website



Link to initiate audio streaming session

Audio streaming spots

Campaigns will be in sync with a 300x250 ad banner that will link to client's website.



Your ad placements will rotate among:

728 x 90
top banner

Univision.com banner ads: ROS Geo-Target to specific markets.

Ad banner sizes are the same on both the local sites and on Univision.com

Geo-targeted by DMA.

Ad sizes include: 300x250 & 728x90.

The screenshot shows the Univision.com website interface. At the top, there is a navigation bar with links like 'Inicio', 'Noticias', 'Fotos', 'Videos', 'Programas', 'Radio', 'Mundo', 'Radio', 'Mundo', 'Radio', 'Mundo'. Below the navigation bar, there is a main content area with several news items and a large advertisement on the right. The advertisement is for soccer.com and features a young man shouting. The ad text reads: 'Entérate cómo llevarle \$100 en productos futboleros en SOCCER.COM >> Haz clic aquí'. The website footer contains copyright information for 2010 and various links.

The screenshot shows the Univision.com website interface with a large top banner advertisement. The banner features a woman's face and the text 'JOHN RIVERA SACÓ LA CARA POR SU FAMILIA'. Below the banner, there are several sections including 'TE RECOMENDAMOS', 'FOTOS', 'NOTICIAS', 'VIDEOS', 'ENCUESTA', 'LA CHICA DEL DÍA', and 'TU OPINIÓN CUENTA'. The website footer contains copyright information for 2010 and various links.

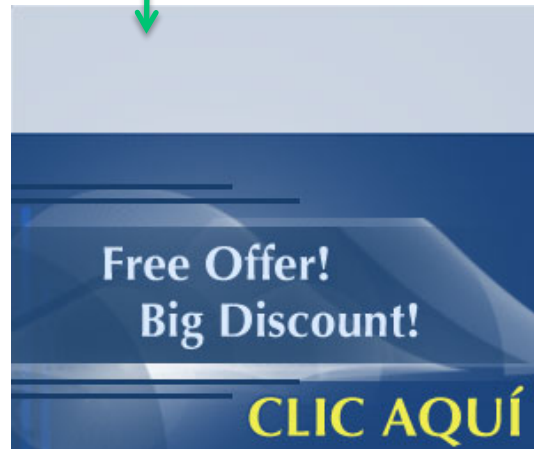
300 x 250
tile

Banner Ads

728x90



CLIENT LOGO



300x250

Thank you for your consideration!

We look forward to working with you.

Teresa Buswell

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