

“Tu Salud” Affordable Care Act

UR Radio & Digital Empowerment Campaign

Market: San Diego

Presented by:

Date:



“Tu Salud” Campaign Description

- On October 1, 2013 Univision Radio will launch the “Tu Salud” digital platform across all 2 San Diego Univision Radio Station Websites.
- “Tu Salud” will focus on educating listeners on the ACA, State Exchange information, and feature overall health wellness information.
- The “Tu Salud” brand will be promoted on–air, online and via community events.

This credible, trustworthy and “safe harbor” destination will be the perfect community for healthcare advertisers to grow their brand and educate literally millions of Hispanics looking for *straight* answers, daily.

Launch Date: October 1, 2013

Stations: KLQV, KLNK

Content: National , state and customized local ACA content;
local health events and general wellness/health information

Sections Within the Page:

National ACA Healthcare overview - Features content regarding the ACA law, links the consumer to access to information from the federal government.

State ACA Federal Exchange - Features state owned exchange information, links to resources on navigators, access to exchange.

Healthcare news - Features up to date health news

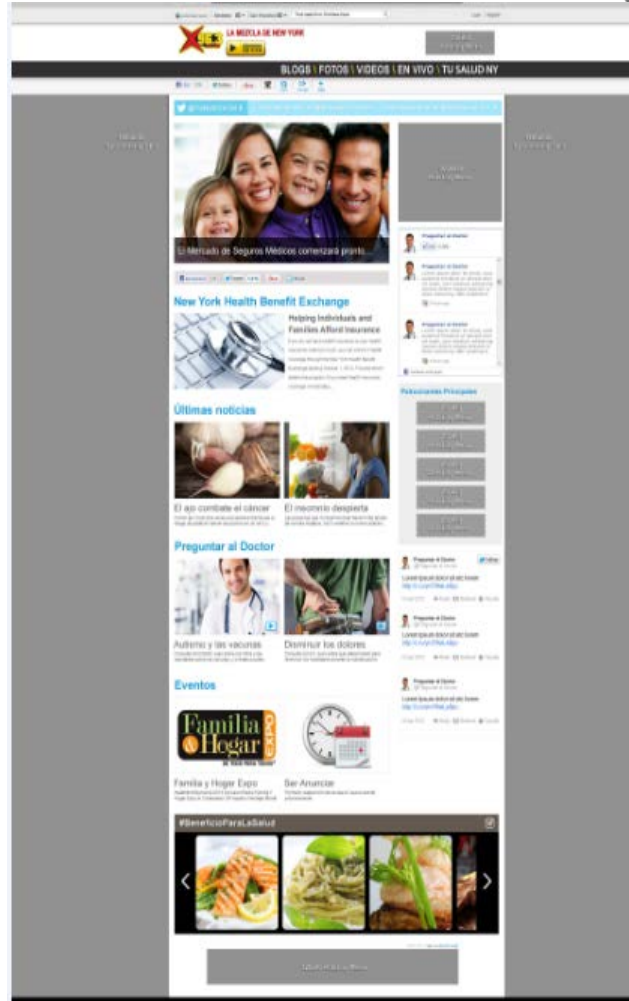
Ask the Doctor - Can be sponsored by local hospital or doctor with social networking link

Events - Features the local market’s healthcare/community events

Premium Access Package

Exclusive Sponsorship Includes:

- Fixed placement sponsor logo on Tu Salud homepage
- Rotating display ads on all Tu Salud webpages
- 200x :30sec commercials on all SD station streams dedicated to Sponsors own messaging
- 35,000 display impressions on all SD station websites
- 25,000 Mobile website display impressions on all SD station sites
- 25,000 Mobile App (Uforia) display impressions geotargeted to SD DMA
- 150,000 display impressions on Univision's Espanol Network targeting Health & medical category sites in SD DMA



**Monthly Investment:
\$5,000**

To Run: 10/1-12/31/13;
First right of refusal for 2014
by 12/15/13

Full Coverage Package (2)

Sponsorship Includes:

- ❑ Fixed placement sponsor logo on Tu Salud homepage
- OR
- ❑ Rotating display ads on all Tu Salud webpages
- ❑ 200x :30sec commercials on all SD station streams dedicated to Sponsors own messaging
- ❑ 25,000 display impressions on all SD station websites
- ❑ 20,000 Mobile website display impressions on all SD station sites
- ❑ 20,000 Mobile App (Uforia) display impressions geotargeted to SD DMA
- ❑ 50,000 display impressions on Univision's Espanol Network targeting Health & medical category sites in SD DMA



Monthly Investment:

\$3,000

To Run: 10/1-12/31/13;

First right of refusal for 2014 by 12/15/13

Featured Provider Package (2)

Sponsorship Includes:

- ❑ 100x :30sec commercials on all SD station streams dedicated to Sponsors own messaging
- ❑ 15,000 display impressions on all SD station websites
- ❑ 10,000 Mobile website display impressions on all SD station sites
- ❑ 10,000 Mobile App (Uforia) display impressions geotargeted to SD DMA
- ❑ 25,000 display impressions on Univision's Espanol Network targeting Health & medical category sites in SD DMA



Monthly Investment:

\$1,500

To Run: 10/1-12/31/13,;

First right of refusal for 2014 by 12/15/13