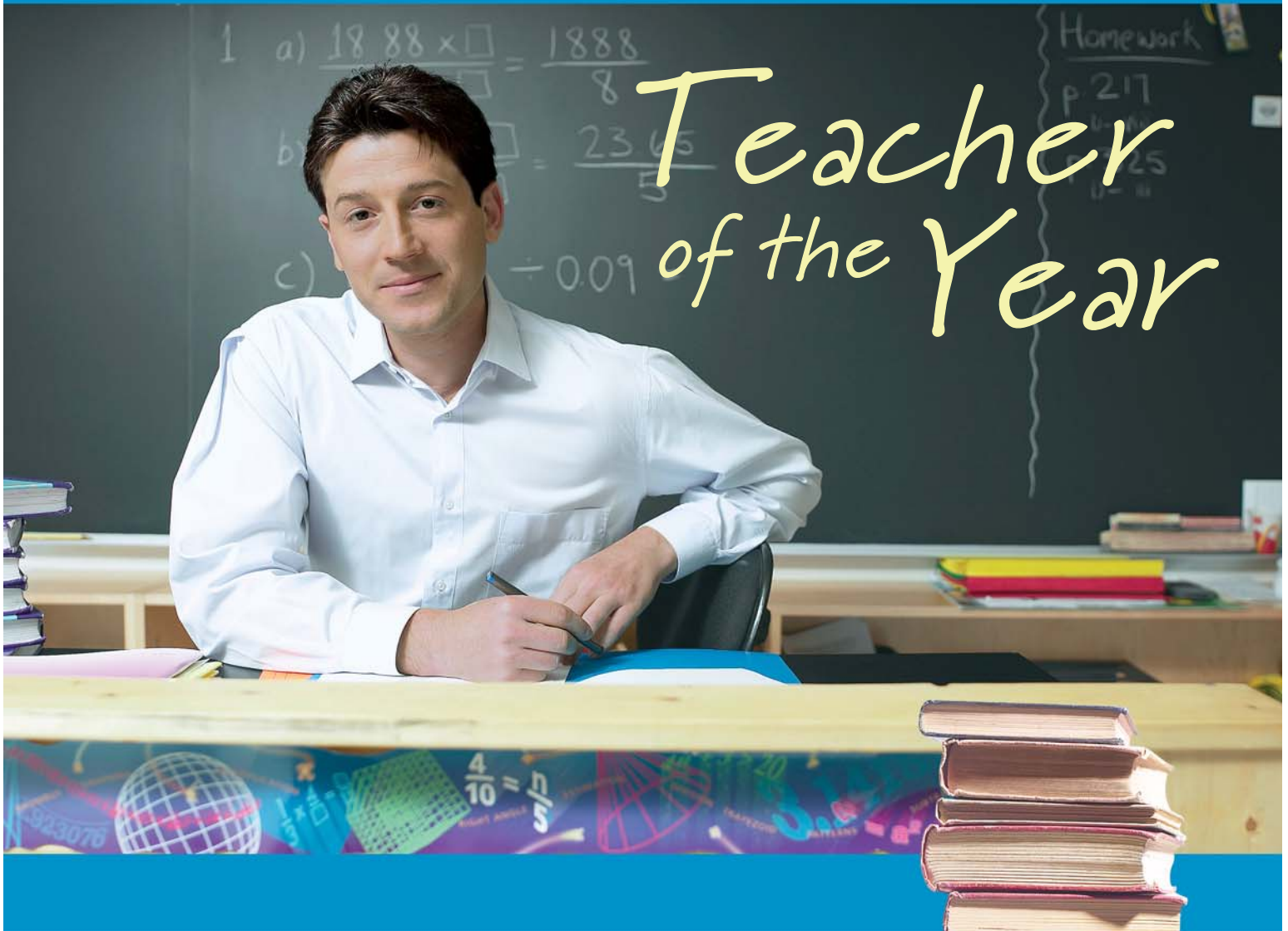


Spring 2007



In an effort to recognize those teachers who are doing their best to motivate, inspire, and prepare students for the future, *Hispanic Magazine* is proud to present its annual Teacher of the Year program, currently in its 12th year. This annual program recognizes an outstanding Hispanic educator who has demonstrated curriculum innovation, subject competence and student encouragement in the classroom!

Hispanic Magazine cordially invites you to participate in this special program that encourages leadership in the Hispanic community...

The 2007 Teacher of the Year will be selected from reader's nominations by a national panel of educators and civic leaders.



Teacher of the Year

Sponsorship Package Includes:

- Online Component – Email Blasts reaching over 600,000 opt-in subscribers
- Print Component – 8 FP/4C Ads to run in 3 Editorial Televisa titles
- Event Component – Meet & Greet with First Lady, Travel, Logistics, Luncheon, Photo Opt, Washington D.C. Tours
- Marketing Communications

Program Value: \$230,000 • Program Net Cost: \$98,000

Print Components:

- 5 FP/4C ads* within *Hispanic Magazine*
- 2 FP/4C ads* within *Hispanic Trends*
- 1 FP/4C ad* in *Tu Dinero* (awarded “Magazine of the Year” by the National Association of Hispanic Journalists, August 2006)

Online Components:

- 8 Email Blasts (4X a month for 2 months’ duration) to 70,000+ opt-in subscribers with announcement of call-to-action for Teacher of the Year program
- Pre-posting of Teacher of the Year award search and nominations posted in our Education section of HispanicOnline.com
- Online coverage (re-cap) of visit to Washington D.C and hometown ceremony on HispanicOnline.com
- Logo inclusion on all email blasts that redirect traffic to sponsor website

Expanded Partnership and Marketing Communications:

- *Hispanic Magazine* will partner with a national education organization to further support the program
- Press Releases covering program (1), winner (2) and post-program coverage (3) to key media vehicles across the nation
- Media Alerts within Washington D.C. and winner’s hometown explaining program, winner selection, and results

2007 Circulation Numbers

Edition	Rate Base	Readers Per Copy	Reach
U.S. Hispanic	300,000*	4.6**	1,380,000
Total	300,000		1,380,000

*ABC Audited, Guaranteed Rate Base.

**MRI Custom Study, 2005



For further information, please contact your nearest Editorial Televisa sales executive.

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