

HISPANIC MEDIA OUTREACH




OUR SERVICES:

How can we help to promote local groups, organizations, entities and businesses

OUR RADIO REACHES: 31,000 + PLUS visitors on our website www.laperaradio.com

- Radio with recorded announcements promoting your services, resources, activities or events
- Radio Live mentions, activities, specials, at your location or in the community (Festival visitors package)
- Radio segments 5/10 minutes with live interviews in our studio, recorded for later PODCAST version
- Radio segments to promote generic information or if you any have special activity at your place (toy drive)
- Radio interviews with all local business that work with you as an added bonus mention you refer them.


OUR SOCIAL MEDIA REACHES: 21,000+ only one platform FB. But also Access to more Ig, Twtr, Tk Tk, etc.

- Posting and sharing all different activities, fliers, posters, calendar of events, with your logo.
 - Posting your fliers, pictures/videos weekly or monthly, including specials, discounts, activities or events.
 - Recording zoom video segments (5/10 minutes) to invite the community to all activities or events
 - News style Video reports of community leaders and promoting your participation in local events (toy drive)
 - Posting and sharing videos, pictures, all material with you in it with all our guests and association with.
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COMMUNITY EVENTS: Small from 50 to 100 people at your place- or 1,000 to 5,000 in local festivals

- Business Breakfast ON AIR at your place. Just provide continental breakfast or Mexican food/Ethnic dishes
- MC at local activities and promoting our radio network and your business activities.
- Special events in your calendar to bring additional attractions or develop a new event and partner
- Sports events with local clubs or leagues, sometimes live broadcast or video recorded with your sponsorship
- Participate and promote as many local and regional Fairs or Festivals to engage with our community

PUBLIC RELATIONS & NETWORKING: Many local, regional groups & entities to work with in the State Wa.

- Create alliances with local groups, organizations, city or county even state wide(Chamber of commerce, etc)
 - Create events to work with county, state and federal agencies to promote their services or information
 - Bring ideas to reinforce alliances that you or the radio already have but with a vision to grow together
 - Get involved and participate in most events to promote as a team / Marketing team / business Development
 - Work together, promote in other regions & develop new opportunities for business (Leavenworth, Chelan)
 - Look for new groups to develop the new relationship – Construction workers, etc.
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ABOUT US:

What we do and how do we build trust in our community
by providing fun & information

OUR RADIO: We play a great variety of music with rhythm and fun happy dancing songs, for all ages.




OUR AUDIENCE: Prime target is Young adults from 25 years to 65 year (first generation Hispanic)

OUR SIGNAL: Our signal has the power capacity to reach the world on line but our focus is Washington

REGIONAL FOCUSED: If you are interested in a specific region, WE WILL WORK it to make it happen

NEWS SERVICES: Local News, weather reports with local reporters during morning show 6^a-10^a am M-F

PHOTOS & VIDEO: During our live on air segments to promote the after recorded PODCAST or prior



**OPORTUNITY TO
GENERATE CREDIT
TOWARDS YOUR
ACCOUNT, % OF THE NEW
CLIENT'S PURCHASE:**

JOIN THE REFERRAL TEAM

A- Referral: Referring names or groups, organizations, or people interested on Hispanic outreach, EARN 5%

B- Promoter: Talk to business owners and tell them about your experience with LA PERA RADIO, EARN 10%

JOIN THE SALES TEAM – PART TIME

C- Sales & Marketing: Offering the advertising & marketing plans, no sales just open the door EARN 15%

D- Generating contracts: Offering the plans, sign contract , ask for deposit first and last month. EARN 20%

E- Participating at events: When we have activities or events at clients location or any place, EARN 30%

F- Radio ad: Write or type the idea of a commercial with client, record voice , Service account EARN 40%

G- BONUS: When you agree to be active and enthus with a goal or daily deadline EARN 10% ADDITIONAL



MEDIA KIT:

SEGUIDORES FACEBOOK



Rafael Aguilar
5K friends

5K



WENATCHEE/
QUINCY Bueno
Bonito y Barato
WENATCHEE
Public group 6.8K members

6.8K



Rafael Aguilar
Reporter
1K followers · 463 following

1K

19.8K
EN TOTAL



La PERA
Radio
TV.com
La PERA RADIO TV
3.8K likes · 4.2K followers

4.2K



La
Pera
Radio
NEGOCIOS LATINOS
DE WASHINGTON
Public group 2.8K members

2.8K

Y CADA DÍA
CRECIENDO
MÁS

VISUALIZACIONES VIDEOS FACEBOOK

LA PERA TV
Informacion
local

Local news!
Local reporters!

https://www.facebook.com/rafaradiotv/videos

rafael Aguilar

Las Mañanitas a la Virgen de Guadalupe en la casa de la familia Lopez Olguin en Cashmere, Washington.

Me gusta · Comentar · Compartir

4 comentarios · 10 mil visualizaciones

10 mil

The image shows a Facebook video player interface. At the top, the URL 'https://www.facebook.com/rafaradiotv/videos' is visible. Below it, the video is attributed to 'rafael Aguilar'. The video title reads 'Las Mañanitas a la Virgen de Guadalupe en la casa de la familia Lopez Olguin en Cashmere, Washington.' The video thumbnail shows a nativity scene with people and lights. Below the video, there are interaction buttons: 'Me gusta', 'Comentar', and 'Compartir'. At the bottom of the video player, it shows '4 comentarios' and '10 mil visualizaciones'. A large blue speech bubble with an eye icon and the text '10 mil' is overlaid on the bottom right of the video player.

VISUALIZACIONES VIDEOS FACEBOOK

LA PERA TV
Información
local

Noticias
locales!
Reporteros
locales!

https://www.facebook.com/rafaradiotv/videos

Rafael Aguilar

Cerca de los incendios en Wenatchee, Washington.

Me gusta · Comentar · Compartir

75 · 6 comentarios · 7,5 mil visualizaciones

7,5 mil

The image is a promotional graphic for a Facebook video. On the left, there are three text blocks: 'VISUALIZACIONES VIDEOS FACEBOOK', 'LA PERA TV Información local', and 'Noticias locales! Reporteros locales!'. On the right, a screenshot of a Facebook video post is shown. The post is from 'Rafael Aguilar' and features a video of a wildfire in Wenatchee, Washington. The video has 75 likes, 6 comments, and 7.5 million views. A large blue speech bubble with an eye icon and the text '7,5 mil' is overlaid at the bottom of the video player.

CONTACT US

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(2nd New radio coming soon LATINA RADIO TV)