

## Hispanic League 2016 FIESTA Media Visibility

Media Outlet	Advertising/Media Detail
<b>Print/Online</b>	
<b>Forsyth Family Magazine</b>	Full Page Story
<b>Winston-Salem Journal/Relish</b>	2 1/2 page ads Large Photos/Article
<b>La Noticia</b>	Full Page Ad w/ logos
	Online
	Facebook
<b>Bookmarks</b>	Facebook
<b>Camel City Dispatch</b>	Weekend Guide
<b>336 Events</b>	Online Calendar
<b>Yes Weekly</b>	Online Calendar
<b>Smitty's Notes</b>	Online community calendar
	Newsletter
<b>Yelp</b>	Primary sponsor Spot
	Social media mentions/fans
<b>Outdoor Advertising</b>	
<b>University Parkway</b>	Banners - 4 Different Times
<b>Radio/TV Exposure</b>	
	WFDD Interview with Mari Jo
<b>Fox 8 WGHP</b>	Calendar of events and Post Fiesta piece on website
	Recipe Wednesday - Live
<b>101.1 FM La Ley</b>	Radio PSA Campaign
<b>WFMY</b>	3 Live Interviews at Fiesta
<b>Other Organizations</b>	
<b>Arts Council</b>	E-news Letter, Website, social media
<b>Bookmarks Festival</b>	Hispanic League Booth
	Bookmarks Facebook post
<b>International Village City of WS</b>	Hispanic League Booth, flyers, E- news letter
<b>Visit Winston-Salem</b>	E-news Letter, Website, social media
<b>Marketing Collateral:</b>	
<b>Brick &amp; Mortar Distribution</b>	Posters at local businesses and stores
<b>Full sheet program</b>	
<b>Flyers w/ logos</b>	
<b>Posters w/ logos</b>	English
<b>Social Media:</b>	
<b>Facebook</b>	
<b>Instagram</b>	
<b>Twitter</b>	
<b>E-newsletter/Email</b>	At least 10 emails/E-news targeted for Fiesta reaching an average of 4,000 each time

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Total Impressions:	
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Date	Impressions
September Issue	51,000
9/21/16	159,058
9/3/16, 9/10/2016, 9/11/2016, 9/17/2016	1,408,000
09/01/2016- 9/24/2016	1,800,000
Fans	3,661
9/10/16	2,677
9/24/16	100,000
4/01/2016- 9/24/2016	6,000,000
4/01/2016- 9/24/2016	120,000
4/01/2016- 9/24/2016	1,600,000
9/10/2016 & 9/22/16	100,000
week of 9/19/2016	53,000
week of 9/19/2016	200
4 weeks prior	1,500,000
	1,000,000
9/01/16 - 09/24/16	10,500,000
9/22/16	1,600,000
50 sixty second for 2 weeks prior/30 1st week 20 2nd	500,000
9/24/16	193,810
9/21/16	2,500
9/10/16	10000
9/14/16	2680
9/10/16	5000
	106,782
8/01/16-9/24/16	6,500
	1,250
	1,000
	1,000
Likes	
Followers	1465
Followers	168
	320
	40,000

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	27,086,071
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