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About BLTV

Boston Latino TV (BLTV) is an English-language, independent Latino production that utilizes new media to showcase the Latino presence. For over six years, we have been providing positive news and on-site coverage about selected events that represent the Latino culture to a broad market that include non-Spanish speakers.

Audience

- Weekly cable broadcasting of a 30-minute television show on Boston Neighborhood Network (BNN, available on RCN and Comcast), which reached a potential audience of over 489,000 of cable subscribers in 2006
- Internet broadcasting and online distribution of independent segments (BostonLatino.Tv, YouTube, Blip.TV, Boston Globe through Boston.com Media, Facebook Video, MySpace)
- Feeds (RSS, Miro) and Podcasts (iTunes) for immediate access to just-uploaded videos
- Bi-weekly email newsletters to an exclusive distribution list of over 10,000 Latino professionals, business owners, influential organizations, and politicians.

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	Type	Description	Duration	Broadcasting		Price (USD)
				Cable TV	Online	
VIDEO ADVERTISING	Presenting slide	Presenting Slide ("This video brought to you by") at start and end of video	10 secs	Four times on air	Unlimited	250.00
	TV commercial	Production of corporate TV commercial Includes cable broadcasting for one month, publishing online in all online networks, and inclusion in newsletter	30 secs	Four times on air	Unlimited	500.00
	On-site coverage	Production of special event coverage/interview Includes DVD for customer, publishing online in all online networks, and inclusion in newsletter	2 min	Four times on air	Unlimited	1,000.00

	Type	Description	Position	Size	Distribution	Price (USD)
ONLINE MARKETING	Newsletter Title Sponsor	Premium position - top of newsletter	Newsletter - Top banner	500x130 px	One newsletter to +10,000 subscribers	150.00
	Newsletter - BLTV recommends	Square ad plus featured online article in home page	Newsletter - Bottom position	150x150 px	One newsletter to +10,000 subscribers One month (featured article)	100.00
	Homepage banner	Rotating banner	Website - Top banner	960x246 px	Monthly	300.00
	Featured Online Article	Featured online article in home page	Website - Home Page	Article	Monthly	75.00
	Calendar of Events	Listing - BLTV Calendar of Events. Includes picture and hotlink	Website - BLTV Listing Calendar		Monthly	25.00

For more information please contact us at info@bostonlatinotv.com