

Radio "La Invasora"



"Invading your senses with the best music"

> Mission

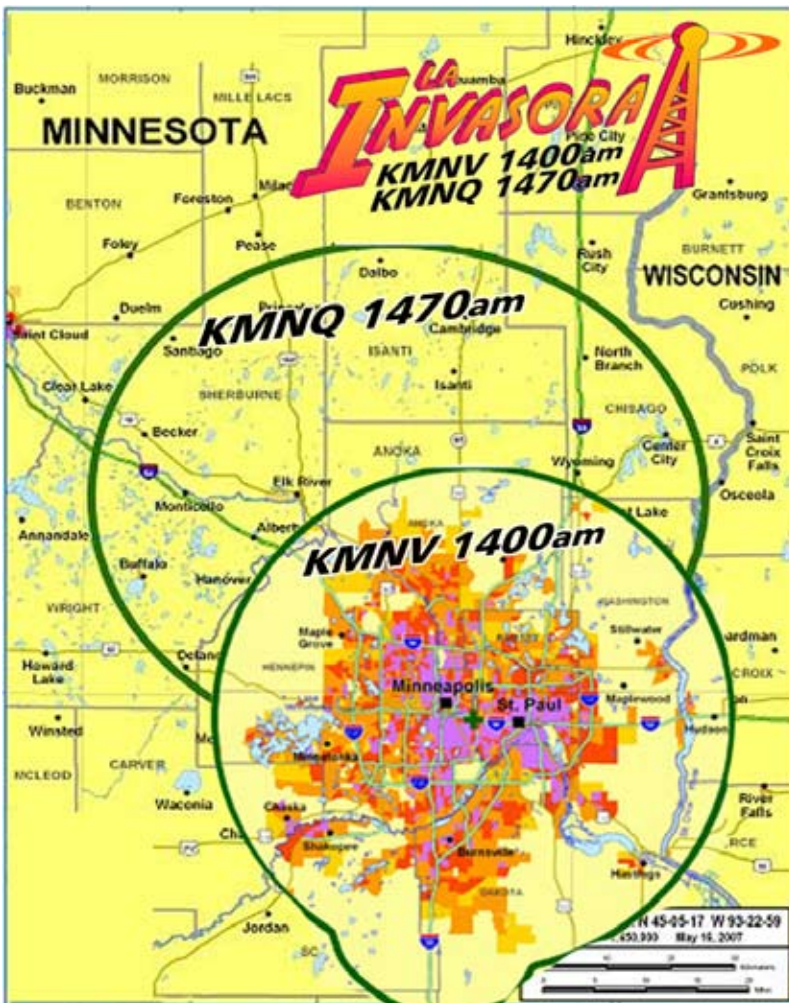
- To entertain our community with the best music variety and radio shows.
- To serve and support the growth of our community with reliable information.
- To become the radio outlet of choice for companies interested in reaching Minnesota's Latino community.

> Target listener:

-Hispanics A18-49, where more than 50% are in the 18-30 range.

> Coverage Map

According to FCC signal records, our signal can be heard as shown:



[Profile]

Station:	La Invasora	General Manager:	Marian Sanchez
Frequency:	1400 am & 1470am		
Call letters:	KMNQ-AM & KMNQ-AM	Main features:	
Availability:	24/7	Morning Rush:	6am-10am
Format:	Mexican Regional	Mid-day Show:	10am-3pm
Target Listener:	Latinos A18-49	Afternoon Drive:	3pm-7pm
Coverage:	>50% are 18-30	Evening Show:	7pm-12am

[Current Rates]

All rates are NET. Good through December 30, 2008

> 60 Second Spots

M-F	6am -7pm	\$50
M-F	7pm-12m	\$40
M-Su	6am-12m	\$40
Sat	7am-7pm	\$35
Sun	8am-5pm	\$30

Day parted:

M-F	6am-10am	\$60
M-F	10am-3pm	\$50
M-F	3pm-7pm	\$60

> 30 Second Spots

M-F	6am -7pm	\$40
M-F	7pm-12m	\$30
M-Su	6am-12m	\$30
Sat	7am-7pm	\$25
Sun	8am-5pm	\$20

Day parted:

M-F	6am-10am	\$50
M-F	10am-3pm	\$40
M-F	3pm-7pm	\$50

Recording Fees:

"La Invasora" would gladly produce high quality radio spots for a \$150 recording fee. Includes translation, production & talent.

[Promotional Opportunities]

One Hour Live Broadcast on Location

Include:

- 20 promotional announcements of 15 sec.
- Four 60 seconds cuts-in from your business.
- Live mentions
- Giveaways such as CDs, key chains, tshirts

\$1500 plus talent fee (\$100)

Sponsorships opportunities:

There are several ways to promote your brand or business in "La Invasora" shows, ask your rep for options that start as low as \$200/week.

What is "Mexican Regional" music?

The world of Hispanic/Latino music involves many different genres and styles, Latin music is as varied as the cultures of the 20 plus countries that speak Spanish as their mother language.

At "La Invasora 1400am" we have decided to focus on the "Mexican Regional" genre, which is proven to be the most popular and succesful nationwide, mainly because it serves the 75% of Latinos in the USA, who are of Mexican roots.

The "Mexican Regional" genre includes:

- Ranchera:** Usually performed by mariachis, popular in central Mexico.
- Norteña:** Accordion music played in the northern part of Mexico.
- Texana:** Norteña music with a Texan twist, still in Spanish.
- Cumbia:** Colombian original, was quickly adopted in Mexico.
- Banda:** Based on wind instruments, the genre is from northwestern Mexico.
- Boleros:** Slow and rhythmically simple romantic ballads.
- Duranguense:** Music with roots in the northern state of Durango.