



CONNECTING BRANDS WITH COMMUNITIES

Latino passion points are what drive our audiences to engage, interact, and connect with brands today more than ever.

Our deep understanding of this engagement at every level is what helps our team create opportunities for advertisers to connect with Latinos for a lifetime.



BEST IN HISPANIC REGIONAL MEDIA PARTNERSHIPS

Reyes Media Group has a long history of success in creating the best strategy and channel providers for unique promotional opportunities.



SPANISH RADIO

KDTD 1340 AM “La Grande”
KYYS 1250 AM “La X”
KCZZ 1480 AM Dos Mundos Radio

SPANISH DIGITAL

Radio websites
Newspaper website
Paid web and social media channels.

SPANISH Print

Dos Mundos Newspaper

PRINT

Dos Mundos is Kansas City’s largest and most read Hispanic newspaper for the Spanish speaking community. Over the 40 years of publishing, Dos Mundos has adapted to include a wide variety of content to educate and inform both communities in English and in Spanish. This unique feature offers the widest reach of the Hispanic community - 75% - and it serves as one of the most trusted bridges between all the Kansas City communities.

DIGITAL MEDIA

Each media outlet hosts a web site for their readers and listeners and each garners a respectable number of unique visitors to their sites. We can develop in network or out of network ads to run on Google, Facebook, Instagram that leverage the language and culture to reach audiences

SOCIAL MEDIA

Now with over 40,000 Fans and Friends and Followers on Facebook and Twitter, the mix of traditional and new media raises the bar for Hispanic outreach

LIVE EVENT MARKETING

We can find the best locations and events to get your company seen in the community. Often this works as an “ice-breaker” and proves effective in initial branding. We can custom build an event for you as well.

RADIO - KYYS, KDTD, KCZZ

Reyes Media consists of 3 Commercial stations, La X 1250 AM - KYYS with Classic Mexican Regional Hits, La Grande 1340 AM - KDTD Top 40 Mexican Regional mix and Dos Mundos Radio 1480 AM KCZZ with Latin Pop, Salsa and locally programmed shows.

INTEGRATED MARKETING

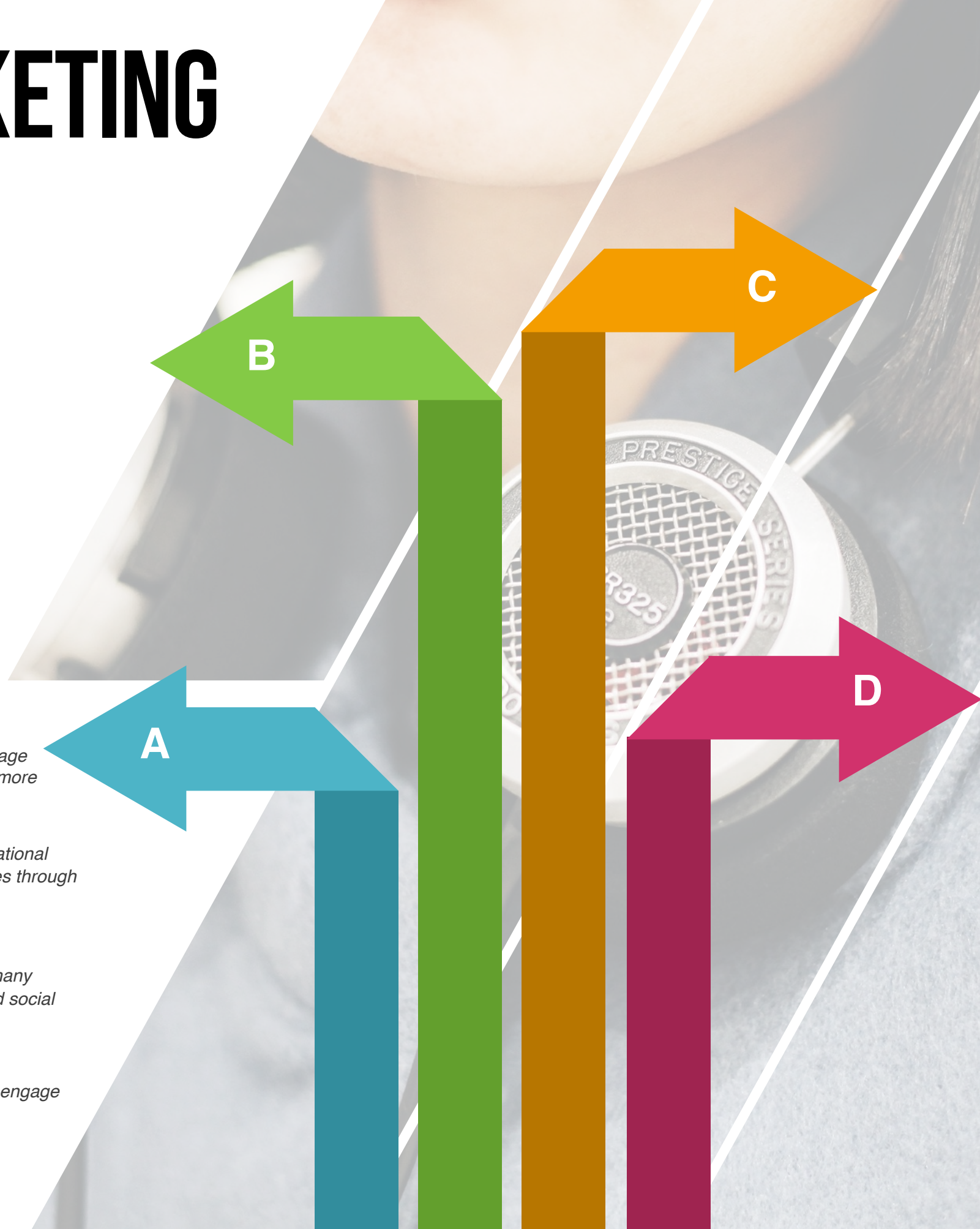
Integrated marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media so that all work together as a unified force.

- Data and Marketing Association.

Reaching key consumer groups can be challenging, Reyes Media offers a turn key option to deliver your brand and message through multiple channels to the Hispanic community.

We are committed to Reaching, Engaging and Delivering the Latino Consumer across all Devices and Channels

- A RADIO**
Top rated formats with exclusive talent and programs to entertain and engage Spanish speaking audiences through spots, live calls, remotes and much more
- B PRINT**
Long trusted community weekly newspaper with local, national and international content that bridges the language gap and connects brands with audiences through ads, articles and inserts.
- C DIGITAL MEDIA**
Online advertising that aligns with your brand and reaches audiences at many stages of the purchase cycle. Customized ads, videos, landing pages and social media channels focuses on delivering the best ROI.
- D LIVE EVENTS**
Festivals, Sports events, custom activities to activate your customers and engage them face to face.



MARKET PROFILE

KANSAS CITY METRO - Market 35

Kansas City, MO-KS Metro Area is home to a population of 2.1M people, from which 96.2% are citizens.

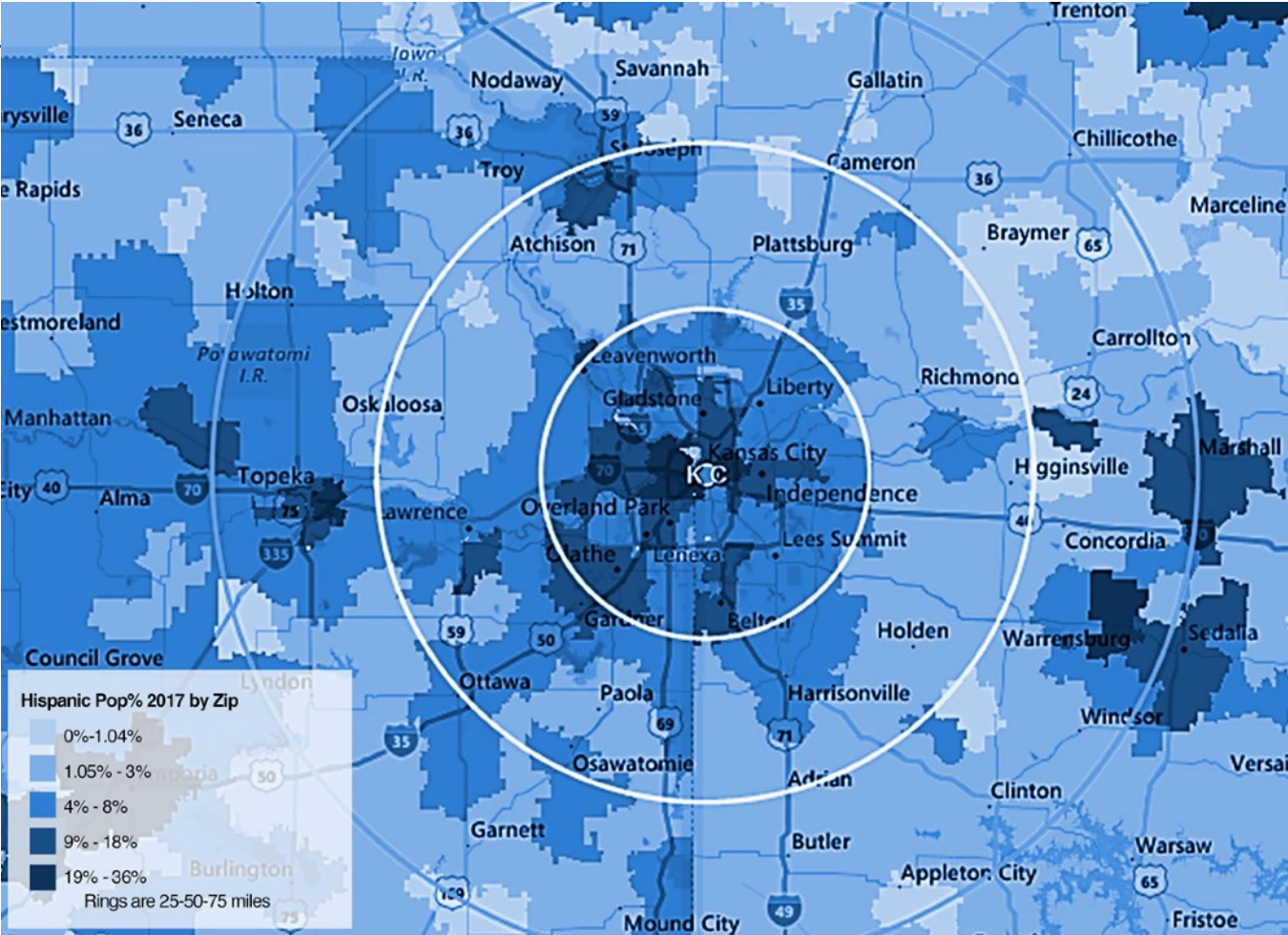
The ethnic composition of the population of Kansas City, MO-KS Metro Area is composed of 1.53M White residents or (72.8%), 256,756 Black residents or (12.2%), 189,168 Hispanic residents or (8.88%), and 57,284 Asian residents (2.72%).

The most common foreign languages in Kansas City, MO-KS Metro Area are Spanish (108,590 speakers).

DEMOGRAPHICS	Latino Population	% Latino
Households	67,434	12%
ALL Persons 2+	189,168	9%
Adults 5-10	27,608	14%
Adults 11-17	27,177	14%
Adults 18-29	40,245	20%
Adults 30-39	30,548	15%
Adults 40-55	35,486	18%
Adults 56+	16,698	8%

GENDER	Latino Population	%
Male	99,963	52%
Female	89,205	48%

LEVEL OF ENGLISH	Latino Population	% Latino of Total
Bilingual	102,643	54%
Mostly English	47,969	25%
Mostly Spanish	38,556	20%



Income:

In 2016, the average household income for the metro was \$61,385. Over 50% of Hispanic households averaged \$40,000 or more in annual income.

Race:

In 2016, there were 5.96 times more White residents (1.53M people) in Kansas City, MO-KS Metro Area than any other race or ethnicity. There were 256,756 Black and 189,189 Hispanic residents, the second and third most common racial or ethnic groups.

Citizenship:

As of 2016, 96.2% of Kansas City, MO-KS Metro Area residents were US citizens, which is higher than the national average of 93%.

TOP 10 ZIP CODES

City	State	Zip	Total Pop	Hispanic	% of Total
Kansas City	KS	66103	14,365	5,271	36.69%
Olathe	KS	66061	49,452	6,109	12.35%
Mission	KS	66202	18,977	1,896	9.99%
Shawnee	KS	66203	21,204	2,064	9.73%
Kansas City	MO	64106	7,859	756	9.62%
Bonner Springs	KS	66012	10,134	821	8.10%
Shawnee	KS	66216	24,114	1,751	7.26%
Lenexa	KS	66215	27,992	2,021	7.22%
Kansas City	MO	64114	21,653	1,457	6.73%
Independence	MO	64050	23,026	1,494	6.49%

Data provided by Deloitte, Data USA and Nielsen.



DOS MUNDOS PERIODICO NEWSPAPER KANSAS CITY

CELEBRATING 40 YEARS!

Dos Mundos is now in it's 40th year of informing the community and providing a weekly hyper local connection to the Hispanic Market in Kansas City.

Now more than ever we aim to be a credible source of news, events and business information to our readership.

Today, combined with our digital and social media products, Dos Mundos provides an excellent resource for the community and our partners.

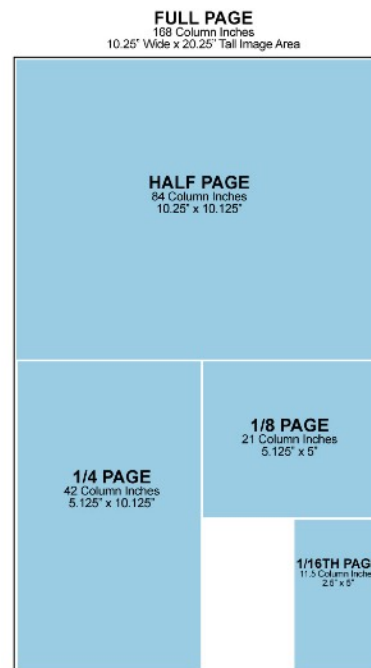
READERSHIP INFO:

Adults: 18 – 54 Years Old
First, Second and Third Generation
Average Yearly Household Income \$48,500
Female Bilingual readers
High Family Values
Extreme loyalty to publication
Key Zip codes: 66103, 66061, 66202,
66203, 64106, 66012, 66216, 66215, 64114,
64050



WEEKLY RATE CARD

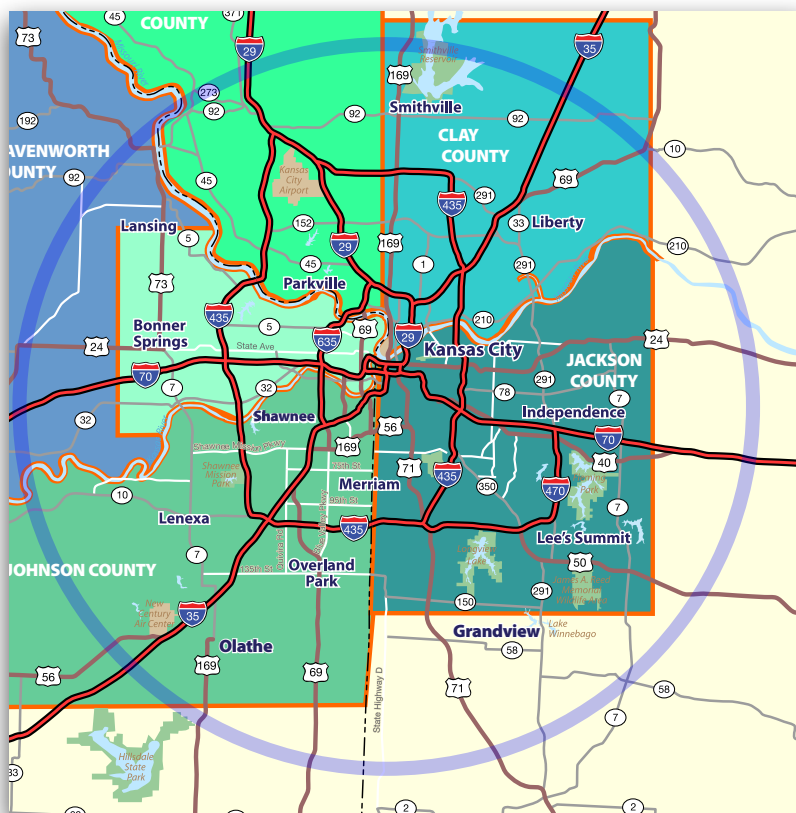
Retail prices are shown in the rate card. Combination buys and frequency discounts can affect final pricing. Final rates are subject to availability and discounts are based on volume and partnership level.



LOCAL RATES - \$14 per column inch (net)

Black and White OR Color

Full Page	168	\$2,352.00
1/2 Page	84	\$1,176.00
1/4 Page	42	\$588.00
1/8 Page	21	\$294.00
1/16 Page	10.5	\$147.00



Printing: Web Offset

Trim Size: 11" by 21"

Live Area: 10.25" by 20.25"

Line Screen: 85 dpi for BW and Color

Materials: PDF Press ready, JPG, Adobe Suite CS5. Other formats available upon request.





DOS MUNDOS PERIODICO NEWSPAPER KANSAS CITY



OUR HISTORY

Manuel and Clara Reyes, publisher and editor respectively, established Dos Mundos, Kansas City's leading bilingual news source in June 1981.

READERSHIP TODAY

While many newspapers have been in decline, Dos Mundos continues to serve a community that values the credibility, integrity and local coverage that mainstream media has neglected.

We are a network of local writers, photographers and distributors that see the loyalty first hand in the reception they receive and the number of issues that are purchased each week.



1701 S. 55th Street. | Kansas City, KS 66106 | 913-287-1480

“Our Vision
DIVULGAR LA CULTURA EN DOS IDIOMAS
To spread culture in two languages”



DOSMUNDOS.COM

Our website has become the community's online resource for news and information.

Web traffic has organically attracted 20K+ visitors per month and 70K page views.

DIGITAL RATES

SITE WIDE DISPLAY ADS		
SIZE	Dimensions	Rates
Banner	600x90	\$300 per Month.
Side box	250x250	\$180 per Month.
Video Box	600x600	\$300 per Month
Video Box	600x600	\$400 per Month
Takeover	Background	\$175 per week

All web ads are accepted under the general conditions of the general advertising agreement.

Web ads are organized in 2 groups, Homepage ads and Interior page ads. Ads must be submitted in 72 dpi as JPG, PNG or GIF file types. Flash ads and embedded HTML5 can also be submitted with 7 days advance notice for testing. Site take overs and video boxes are available as well.

EDITORIAL CALENDAR

Each year we plan our editorial around significant events to align with more readers. Deadlines are the Monday prior to publication.

Issue #		Date	Issue Theme
1	JANUARY	5	Personal Finance Issue
2		12	Mentoring/Martin Luther King Jr. Day Issue
3		19	Scholarship Opportunity/College Education
4	FEBRUARY	26	Preparing Taxes/Life Planning Issue
5		2	American Heart Month Issue
6		9	Valentine's Day Issue
7	MARCH	16	Mental Health Issue
8		23	Eating Disorder Issue
9		2	Women's Month Issue
10	APRIL	9	College & University Issue
11		16	Medical Professionals/St. Patrick Day Issue
12		23	Childcare issue
13	MAY	30	Child Abuse Prevention Month Issue
14		6	Easter Issue
15		13	Nutrition and Health Issue
16	JUNE	20	Children Issue / Earth's Day
17		27	Cinco de Mayo Issue
18		4	Mother's Day Issue
19	JULY	11	Graduation Day Issue
20		18	Summer Recreation & Travel Issue
21		25	Memorial Day Issue
22	AUGUST	1	Dos Mundos Anniversary Issue
23		8	Summer entertainment Issue
24		15	Father's Day Issue
25	SEPTEMBER	22	Dos Mundos Anniversary Issue
26		29	Fourth of July Issue
27		6	Technology Issue
28	OCTOBER	13	Pet Issue
29		20	College Preparation Issue
30		27	Back to School KS
31	NOVEMBER	3	Back to School MO
32		10	Separation/Divorce Issue
33		17	New Born & Toddlers Issue
34	DECEMBER	24	Retirement Issue
35		31	Labor Day Issue
36		7	Suicide Prevention Issue
37	JANUARY	14	Hispanic Heritage Month Issue
38		21	Flu & Vaccinations Issue
39		28	Domestic Violence Awareness Issue
40	FEBRUARY	5	Breast Cancer Awareness Month Issue
41		12	Hispanic Heritage Month Issue
42		19	Anti-Bullying Issue
43	MARCH	26	Halloween/Dia de los Muertos Issue
44		2	Diabetes Awareness Month Issue
45		9	Veteran's Day Issue
46	APRIL	16	Thanksgiving Issue
47		23	Art Issue
48		30	Community Leaders Issue
49	MAY	7	Dia de la Virgen de Guadalupe Issue
50		14	Posadas/Indoor Entertainment Issue
51		21	Christmas Issue
52	JUNE	28	Year Review/New Years Resolutions Issue



KDTD LA GRANDE 1340 AM

“100% Mexicana” - The Best in Top 40 Mexican Regional Music

This station format addresses the musical taste of the first and second generation individuals of Mexican origin in the United States.

This market segment has high growth. They have and a strong desire for the sound and feel of “back-home.”

This is the perfect demographic group to create long lasting product awareness and brand loyalty.

DEMOGRAPHIC INFO

- Adults: 18 – 40 years old
- Skews to male audience
- First and Second Generation
- Blue Collar Workers
- Household Income \$52,000
- Spanish Dominant



Children's
Miracle Network

Each year we host radio-thons for St. Jude Children's Hospital in Oct and Children's Miracle Network in April



St. Jude Children's
Research Hospital

Finding cures. Saving children.

REYESMEDIA GROUP

1701 S. 55th Street. | Kansas City, KS 66106 | 913-287-1480

RATE CARD

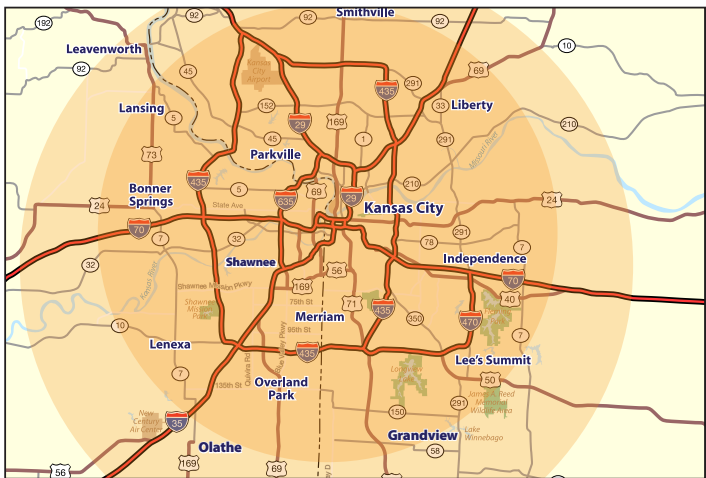
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KDTD 1340 AM LA GRANDE • Mon-Fri					
DAYPART		60 Sec	30 Sec	15 Sec	Live
AM Drive	6:00A - 12:00P	\$45.00	\$35.00	\$20.00	\$40.00
Mid-Day	12:00P - 3:00P	\$55.00	\$45.00	\$35.00	\$45.00
PM Drive	3:00P - 7:00P	\$40.00	\$30.00	\$20.00	\$45.00
Evening	7:00P - 12:00A	\$25.00	\$20.00	\$15.00	\$45.00
Overnight	12:00A - 6:00A	\$15.00	\$10.00	N/A	N/A

KDTD 1340 AM LA GRANDE • SATURDAY - SUNDAY					
DAYPART		60 Sec	30 Sec	15 Sec	Live Calls
Morning	6:00A - 12:00P	\$35.00	\$25.00	\$15.00	\$35.00
Mid-Day	12:00P - 3:00P	\$35.00	\$25.00	\$15.00	\$35.00
Afternoon	3:00P - 7:00P	\$35.00	\$25.00	\$15.00	\$35.00
Evening	7:00P - 12:00A	\$25.00	\$20.00	\$15.00	\$35.00
Overnight	12:00A - 6:00A	\$15.00	\$10.00	N/A	N/A

SPONSORSHIP OPPORTUNITIES	
Weather & Traffic Billboards	\$1500 per Month Sponsors
Sports Programming	Call for Details
LIVE REMOTES	
Two-Hour Remotes	\$1,000
(Includes Talent Fee & 20 Promos)	

Coverage map



#1 AFTERNOON SHOW NATIONWIDE



AFTERNOONS ARE
BETTER THAN EVER
“EL SHOW DE PIOLIN”



KYYS LA “X” 1250 AM

La SUPER Estación
25,000 Watts of Spanish Variety programming

As the largest station of the Reyes Media Family, La “X 1250 am” offers the largest exposure in the midwest reaching a market of 250K+ radio listeners in Eastern Kansas and Western Missouri.

Programming includes “Classic Hits” musical programming with popular blocks such as “Erazno y la Chokolata” from 4p-9p or “El Tilichero”, Buy Sell and Trade LIVE show.

DEMOGRAPHIC INFO

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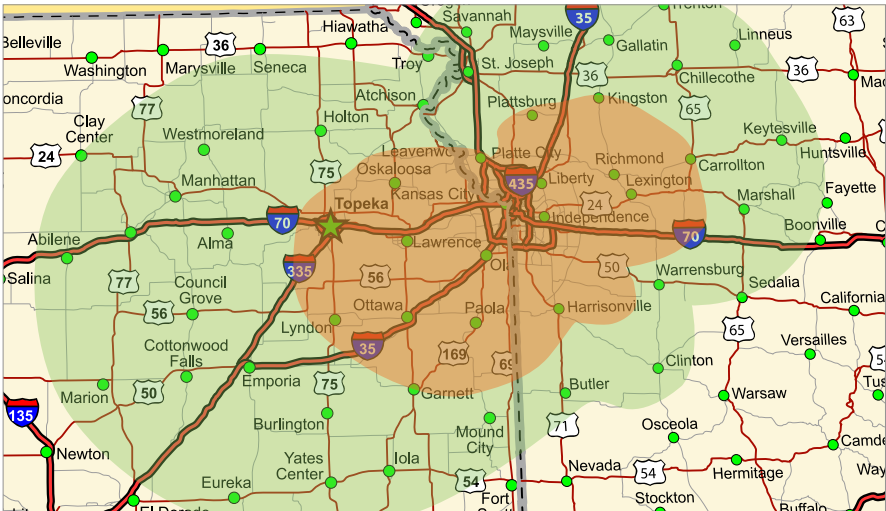
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KYYS 1250 AM LA “X” Mon-Fri					
DAYPART		60 Sec	30 Sec	15 Sec	Live Calls
AM Drive	6:00A - 12:00P	\$55.00	\$45.00	\$25.00	\$55.00
Mid-Day	12:00P - 3:00P	\$50.00	\$40.00	\$20.00	\$55.00
PM Drive	3:00P - 7:00P	\$55.00	\$45.00	\$25.00	\$55.00
Evening	7:00P - 12:00A	\$35.00	\$30.00	\$15.00	\$55.00
Overnight	12:00A - 6:00A	\$20.00	\$15.00	N/A	N/A

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DAYPART		60 Sec	30 Sec	15 Sec	Live
Morning	6:00A - 12:00P	\$45.00	\$35.00	\$20.00	\$45.00
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SPONSORSHIP OPPORTUNITIES	
Weather & Traffic Billboards	\$1500 per Month Sponsors
Sports Programming	Call for Details
LIVE REMOTES	
Two-Hour Remotes	\$1,250
(Includes Talent Fee & 20	

Coverage map



#1 SYNDICATED
EVENING SHOW



THE SATURDAY NIGHT LIVE
OF SPANISH RADIO
ERAZNO Y CHOKOLATA

BLOCK PROGRAMMING

PRICING TABLE

Airtime is sold in blocks of one hour, though blocks as small as 5 minutes are available during regular office hours.

To see what times are currently available, consult our schedule.

As vacancies sometimes occur, please get in touch with us if your preferred time is not available.



- **All prices quoted are NET**
- **Terms: cash in advance;**
PayPal or credit card 5%
additional
- **One month minimum for**
weekly and daily rates

Monday - Sunday			
5 Min	\$95.00	\$115.00	\$125.00
10 Min	\$125.00	\$160.00	\$175.00
15 Min	\$175.00	\$200.00	\$225.00
30 Min	\$275.00	\$300.00	\$350.00
60 Min	\$375.00	\$400.00	\$475.00

DIGITAL CHANNELS

Creating brand lift and engagement

By combining a carefully planned broadcast or print campaign with a digital plan that complements the message and identity, we are able to maximize the number of impressions, activate leads and measure the effectiveness of our campaigns.

Social Media

By incorporating the various resources provided by Facebook, Twitter and others, we can target and reach specific sub groups for your company.

Micro Sites

Language and culturally relevant landing pages or micro sites serve as welcome mats for the traffic that is generated. Provides alternate route to engagement, conversion and also measurement.

Email Marketing

We have taken existing or new concepts and created campaigns for our Spanish speakers that have been more effective than their English counterparts.

Digital Ad Networks

As a multicultural partner with many networks, we have placed in network and out of network ads that boost visibility and interest using Spanish keywords and behaviors to target effectively.



LIVE EVENTS

Grassroots outreach

Creating a live event for clients to interact with potential customers has proven to be very effective in building good will, activating customers and converting them to clients.

Some events include:

- Remotes
- Festivals
- Concerts
- Career Fairs



OUR MARKET, OUR PROMISE

Engaging your brand with Latinos and tapping into new growth opportunity

Since our founders began their commitment to bridging cultures and communities in 1981, Dos Mundos and Reyes Media group are exciting about helping businesses and organizations grow through meaningful strategies and campaigns to attract the Hispanic consumer.

OUR MISSION

We aim to be a media company that successfully engages the Hispanic Community by accomplishing the following:

- Providing the highest quality Spanish radio programming, entertainment and promotions.
- Publish news and information that is relevant and valuable to our community
- Activate with our audience through digital media
- Produce informative and educational events
- Achieve outstanding customer relations

Current and past clients



REYESMEDIA GROUP

1701 S. 55th Street. | Kansas City, KS 66106 | 913-287-1480





CONTACT US

Our Offices are located at:

1701 S. 55th Street
Kansas City, KS 66106
913-287-1480
913-287-5881 Fax

Other info

Websites:

Dos Mundos - www.dosmundos.com

La Grande - www.lagrande1340kc.com

La X1250 - www.x1250.com

Dos Mundos Radio - www.dosmundosradiokc.com

Invoicing:

We can provide electronic or printed invoicing. Affidavits of performance are available by request. Electronic invoicing is also available via "www.radioinvoices.com"



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