

Hispanic League 2014 FIESTA Media Visibility

Media Outlet	Advertising/Media Detail	Date
Print/Online		
Forsyth Family Magazine	Full Page Story	September Issue
Winston-Salem Monthly	Article	September Issue
Our State Magazine	Calendar of events	September Issue
Winston-Salem Journal	2 1/2 page ads Large Photos/Article	06/07/2014, 09/14
	Online Calendar of Events- 4 months	6/01/2014 9/14/2014
	Business Section	9/14/2014
	Art View Section print and online	8/30/2014
	Fiesta Running of the Bulls Video	9/15/2014
Piedmont Parent	Community Calendar online	06/01/2014- 9/13/2014
La Noticia	Full Page Ad w/ logos	9/4/14, 9/11/2014
	Article w/ photos	9/18/2014
	Online	06/01/2014- 9/13/2014
	Facebook	Fans
	Full Page Ad w/ logos -Thank You Sponsors	9/25/2014
Triad City Beat	Print and post Fiesta large photos in the Featured Images section, online feature in The Weekender section	9/21/2014
	Online Calendar	06/01/2014- 9/13/2014
Camel City Dispatch	Online post Fiesta Article with large photos in the Community section	9/27/2014 (with 173 Click-thrus)
336 Events	Online Calendar	06/01/2014- 9/21/2014
Yes Weekly	Online Calendar	06/01/2014- 9/21/2014
Philanthropy NC	Online	6/20/2014
Smitty's Notes	Online community calendar	06/01/2014- 9/13/2014
	Newsletter	9/11/2014
Nueva Vida	Facebook	6/1/2014
Relish	Top 10 Arts & Entertainment for Autumn Online	8/31/2014
	Community calendar online	6/01/2014 - 09/13/14
	2 full page print ads	9/04/2014, 9/11/2014
Yelp	Primary sponsor Spot	week of 9/10/2014
	Social media mentions/fans	week of 9/10/2014
News and Record	Google Display Network (NY Times, Forbes, ESPN,USA Today, News	8/1/2014
Outdoor Advertising		
Fairway Outdoor Advertising	2 Digital Billboards on Business 1-40 & 52 Winston Salem Area	8/25/14-9/13/2014
	2 Digital Billboards on Business Greenville SC 21,668 (Hwy 276) & Asheville NC -26,838 (Hwy 25 - Merrimon Rd)	8/25/14-9/13/2014
	2 Poster Billboards Martinsville VA (I-220), Kanapolis NC (1-85)	8/25/14-9/13/2014
University Parkway	Banners - 4 Different Times	4 weeks prior

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Radio/TV Exposure		
WFDD	Radio PSA Campaign - 32 county area estimate	09/01/2014-9/07/2014 (13 spots) and 9/08/2014-09/14/2014 (27 spots)
	WFDD Interview for Radio Camp	
Fox 8 WGHP	Calendar of events and Post Fiesta piece on website	6/01/2014 - 09/13/14
101.1 FM La Ley	Radio PSA Campaign	50 sixty second for 2 weeks prior/30 1st week 20 2nd
	Radio interview	5 minute interview
WXII	Community calendar online	6/01/2014-09/13/14
Triad CW/Estrella	PSA Campaign	
City of Winston Salem	Channel 13 Interview	I month prior
Other Organizations		
Saka Dance Fitness	Flyers, Social Media, email	8/1/2014
Arts Council	E-news Letter, Website, social media	8/27, 9/9, 9/11
Bookmarks Festival	Hispanic League Booth	8/30/2014
International Village City of WS	Hispanic League Booth, flyers, E- news letter	8/30/2014
Visit Winston-Salem	E-news Letter, Website, social media	
Camel City Thrashers	Bouts, social media, flyers, word of mouth	7/1/2014
Marketing Collateral:		
Full sheet program		
Flyers w/ logos		
Posters w/ logos	English/Spanish (500 each)	
Social Media:		Likes
Facebook	Large spark in likes, from 190-796	Followers
Twitter		
E-newsletter/Email	At least 10 emails/E-news targeted for Fiesta reaching an average of 3400 each time	
Total Impressions:		

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Impressions
51,000
20,000
10,000,000
159,058
8,350,545
159,058
79,529
79,529
1,800,000
704,000
352,000
1,800,000
1,683
352,000
720,000
1,440,000
100,000
6,000,000
120,000
30,000
1,600,000
50,000
238 Fans
60,000
7,200,000
120,000
53,000
103
100,000
1,540,000
48,506
65,400
1,500,000

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216,000
1,000,000
7,000,000
400,000
100,000
129,207
not available
not available
727
7500
10000
5000
106,782
2,000
5,000
1,000
1,000
796
262
34,000
53,674,685