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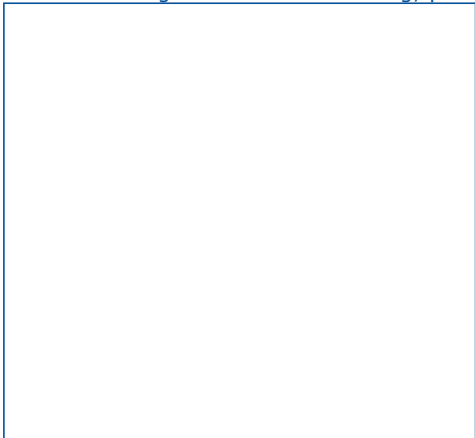
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VIDEO: El Aviso Magazine Kicks Off Futbol Fantastico for Southern California Hispanic Community With Dynamic Campaign From Power Media Group

26.05.2010 23:17

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Positions strong media - in advertising, publishing and broadcasting - for power-packed offense and expansion campaign "While many magazines are closing shop, we're going cover-to-cover with major competitors in an expanded region," stated Jose Zepeda.



Santa Clarita, Calif. May 26, 2010 -- Mexican immigrants to the United States don't always make it to the front cover of mainstream news media for the right reasons, so a small business venture which began making waves in the Hispanic community with its own news as "El Aviso" 23 years ago - is drawing attention in its newest venue on the air waves with a 14-week on-air promotion, "Futbol Fantastico," in conjunction with broadcast reports on soccer in South Africa.



\$1,000 jackpot lucky winner with El Aviso Futbol Fantastico Contest

Power Media Group Inc. - a thriving Hispanic-owned advertising agency skillful in building relationships and brands with the Hispanic consumers - created El Aviso tie-in with the World Cup, in collaboration with Radio Exitos 93.9FM.

For El Aviso to become involved in soccer as a means to increase visibility among the Hispanic community is logical: nearly 47 million Hispanics reside in the U.S. as the Census reports, and 85 percent have roots in countries where soccer is the dominant sport; beyond those numbers, there's the composition of the Major League Soccer fan base with 33 percent Hispanic.

"Futbol Fantastico" showcases Alfredo Dominguez Muro - founder and creator of ESPN Espanol - and his live daily World Cup reports from South Africa, and highlights El Aviso Magazine sponsorship. While drawing World Soccer Cup enthusiasts to the

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El Aviso name, Power Media Group is helping to grow top-of-mind awareness of El Aviso and to develop the ElAviso.com online audience.

Friday promotions provide a lucky winner with a \$1,000 jackpot from El Aviso, helping community residents struggling with employment. Radio Exitos' 93.9 also airs the "Job of the Week" from El Aviso and will feature and distribute El Aviso Magazine.

El Aviso Founder and Publisher Jose Zepeda affirms his dream of creating a free magazine for his community seemed impossibly beyond reach in 1988, but with a half dozen employees in the back of a Huntington Park travel agency - without a printer, his vision took root. From 24 black-and-white pages, Zepeda admits the premier issue is far from the bright, colorful publication of today.

El Aviso now employs over 100 employees, many who have been with the organization since the beginning. Over 6,000 distribution points present 275,000 weekly copies, with a reach to over 4,000,000 Hispanic readers in 6 different zones around Southern California.

"While many magazines are closing shop, we're going cover-to-cover with major competitors in an expanded region," stated Zepeda.

ABOUT EL AVISO

Since El Aviso Magazine began publication in 1988, it has been published and distributed on-time and non-stop 52 weeks a year. El Aviso Magazine, managed by Jose Zepeda and his wife, Jessica Maes Zepeda, is provided free of charge to the public and reaches over 4,000,000 potential readers per month.

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KEYWORDS: Advertising Agency, Spanish language campaigns, Hispanic market, Latin Business Association Sol Awards 2008, publishing industry, Hispanic Magazine

SOURCE: POWER MEDIA GROUP



The advertisement banner features the Sheraton logo on the left, followed by the text "re discover SHERATON". To the right, it says "EVERY THREE STAYS GETS YOU A FREE WEEKEND NIGHT at Starwood properties around the world." On the far right, there is a blue button that says "REGISTER NOW >" and the "spg Starwood Preferred Guest" logo.

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Tissla, formerly AllDorm, Announces New Name and Results of Survey Conducted by Ypulse Insights at the Ypulse Mashup Event

26.05.2010 | 01:17

[category:](#) BUSINESS : Consumer Research

Tissla (formerly AllDorm), a marketing and advertising agency specializing in the college space today announced both a new name and the results of a survey conducted in partnership with Ypulse Insights at the Ypulse Youth Marketing Mashup event. Survey results showed that the stereotypes of Greek life are of less relevant to college student's social experience than strong social cause campaigns that leverage their association with student groups.

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Razorfish Reflects on '\Great Recession\' and Predicts Trends for 2010 in New Razorfish Outlook Report

24.05.2010 | 23:17

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The annual report drops 'digital' from its name, signaling it as an understood part of the media marketing mix For this year's report, we examined the data differently to acknowledge the new realities the Great Recession presented our clients and us We analyzed how our clients adapted to the challenging environment, what media proved effective, what didn't deliver as expected, and how this information can be used to direct successful strategy moving forward.

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NPD Reports Fashion Accessories Business is Picking Up

24.05.2010 | 23:17

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Strong First Quarter Makes Major Contribution Statement pieces have given way to more affordable, practical small leather goods like wallets and phone cases. I'd say this is a clear sign of the shift consumers are making from 'conspicuous consumption' to 'calculated consumption. Port Washington, NY May 24, 2010 - According to The NPD Group, Inc., a leading market research company, business in the accessories market appears to be on the rise. According to The NPD Group, Inc.

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Email Data Source Doubles Size of Industry

24.05.2010 | 23:17

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Email Panel Now Shows Unique User Reach of Major Email Marketers and Trends in Ecommerce Activity of Major Internet Retailers. New York, NY May 24, 2010 -- Email Data Source , the leading provider of competitive intelligence for email and social media, announced today that it has doubled the size of its active inbox email panel to more than 600,000 members. The EDS email panel is the first time a Comscore or Nielsen style panel has been put together to measure email reach and inbox placement.

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April 1st 2010, a New Payday Loans Program is Launched

23.05.2010 | 06:51

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Just recently Gogetpaydayloans has introduced a new fast loan program utilizing a simple web site application procedure. The system does not require any documents making the process of getting a quick loan faster and more efficient than ever before. A client only needs to fill out the form, select an amount and get the money. The whole process takes about 5-7 minutes and rate of approval is tremendously high. April 1th 2010, a New Payday Loans Program is launched.

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Baby, Come Back! Annual Restaurant Industry Study Reveals Fewer Customers are Leaving Brands

22.05.2010 | 08:51

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The fourth annual Leaky Bucket® Study conducted by Restaurant Marketing Group, a division of ZenMango, reveals fewer customers are leaving restaurant brands than in 2009. Of the 146 national restaurant brands surveyed, results indicate restaurants showing the greatest improvements have invested in guest experience to retain more customers and increase profitability. The decrease in overall leak size can be attributed to those brands that recognize that the only way to retain customers is to focus on the guest experience.

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Singapore Earns World\'s Top Spot in Economic Competitiveness

22.05.2010 | 01:17

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Singapore has jumped ahead of Hong Kong and USA and earned the top spot in global ranking of economic competitiveness as reported by Swiss business school IMD. May 21, 2010 -- In the World Competitiveness Yearbook 2010 released by Swiss business school Institute for Management Development (IMD) yesterday, Singapore has surpassed Hong Kong and the United States to grab the title of the "Most Competitive State in the World".

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Restaurants Likely To Wean Customers Off of Steep Discounts/Deals with A Different Type of Offer As Economy Improves, Reports NPD

21.05.2010 | 14:17

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New higher priced menu items will work together with discounts to help restaurants transition into recovery. Restaurant traffic has been slipping since January 2009, and the decline in visits would have been worse had it not been for dealing with visits using a deal now represent about a quarter of restaurant traffic.

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UMBA Says HUD\'s 2010 \'Good Faith Estimate\' Unable to Solve Very Complicated Mortgage Shopping Process for Consumers

20.05.2010 | 01:17

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Despite the stated intentions of the new HUD Good Faith Estimate to help borrowers be sure of fair and ethical treatment from all mortgage providers, the effort falls short. Working with a member of the Upfront Mortgage Brokers Association continues to be the best way a borrower can be certain of fair treatment from a mortgage provider.

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New Product Development Firm, Headed by the

20.05.2010 | 01:17

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To Celebrate the Success of the Davison Method, Company Launches Nationwide "Find the Davison 'D' and You Could Win Money!"

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Cvent Ramps Up Hiring in 2010; Earns Second Consecutive

19.05.2010 | 03:17

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Cvent, the world's largest provider of online event management, meeting site selection and web survey solutions, today announced that it will hire more than 60 employees at its headquarters in McLean, Va. in the coming months to keep pace

with the company's exceptional growth. In addition, Cvent was recently named one of the "Best Places to Work in Greater Washington" by the Washington Business Journal for the second year in a row.

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