

Hispanic League 2014 FIESTA Media Visibility

Media Outlet	Advertising/Media Detail
Print/Online	
Forsyth Family Magazine	Full Page Story
Winston-Salem Journal/Relish	2 1/2 page ads Large Photos/Article
	Online Calendar of Events-6 months
Piedmont Parent	Community Calendar online
	Featured event in Piedmont Parent Magazine and Online
La Noticia	Full Page Ad w/ logos
	Article w/ photos
	Online
	Facebook
Triad City Beat	Weekender
In Touch Smart Phones - Verizon	Facebook
Bookmarks	Facebook
Wilson McGuire Creative	Facebook
Camel City Dispatch	Weekend Guide
336 Events	Online Calendar
Yes Weekly	Online Calendar
Smitty's Notes	Online community calendar
	Newsletter
Yelp	Primary sponsor Spot
	Social media mentions/fans
Outdoor Advertising	
Lamar Outdoor Advertising	2 on 52 BUS PLT MTN .1MI S/O PRCH RD RR/FN (digital)
	3 on US 70 EXT .6 N/O I-40 LR FS (static)
	Signs that roll - Mobile Advertising
University Parkway	Banners - 4 Different Times
Radio/TV Exposure	
WFDD	Radio PSA Campaign - 32 county area estimate
	WFDD Interview with Mari Jo
Fox 8 WGHP	Calendar of events and Post Fiesta piece on website
	Recipe Wednesday - Live
101.1 FM La Ley	Radio PSA Campaign
	Radio interview with Pat Gardea
WXII	Community calendar online
Cable 13 - Tu Comunidad	PSA Campaign
Other Organizations	
Arts Council	E-news Letter, Website, social media

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Bookmarks Festival	Hispanic League Booth
	Bookmarks Facebook post
International Village City of WS	Hispanic League Booth, flyers, E- news letter
Visit Winston-Salem	E-news Letter, Website, social media
Marketing Collateral:	
Full sheet program	
Flyers w/ logos	
Posters w/ logos	English
Social Media:	
Facebook	
Instagram	
Twitter	
E-newsletter/Email	At least 10 emails/E-news targeted for Fiesta reaching an average of 4,000 each time
Total Impressions:	

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Date	Impressions
September Issue	51,000
9/24/15	159,058
4/01/2015 9/26/2015	8,350,545
6/01/2015- 9/26/2015	284,000
8/27/15	30,000
9/2/15, 9/9/2015, 9/16/2015, 9/23/2015	1,408,000
9/2/15, 9/9/2015, 9/16/2015, 9/23/2015	1,408,000
06/01/2015- 9/26/2015	1,800,000
Fans	3,661
9/21/15	1,440,000
9/28/15	?
9/24/15	2,677
9/24/15	205
9/25/15	100,000
4/01/2015- 9/26/2015	6,000,000
4/01/2015- 9/26/2015	120,000
4/01/2015- 9/26/2015	1,600,000
9/10/2015 & 9/24/15	100,000
week of 9/23/2015	53,000
week of 9/23/2015	200
9/21/2015-9/27/2015	383,418
9/21/2015-9/27/2015	60,687
?	1,000,000
4 weeks prior	1,500,000
09/01/2014-9/07/2014 (13 spots) and 9/08/2014- 09/14/2014 (27 spots)	216,000
	1,000,000
4/01/15 - 09/26/15	10,500,000
9/25/15	1,600,000
50 sixty second for 2 weeks prior/30 1st week 20 2nd	500,000
5 minute interview	100,000
4/01/15-09/26/15	193,810
	not available
9/21/15	2,500

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9/12/15	10000
9/24/15	2680
9/12/15	5000
	106,782
	5,000
	1,000
	1,000
Likes	
Followers	1030
Followers	79
	262
	40,000
	40,139,594