

Hispanic Buying Power

Radio Variedades 1460 AM's TOP PICK



The immense buying power of the nation's Hispanic consumers is reshaping the retail and commercial landscape of the United States, and Selig Center projections revealed that Hispanics controlled about \$686 billion in spending power in 2004. In fact, Census 2000 showed that more than one person in eight who lives in the U.S. is of Hispanic origin. Moreover, the U.S. Hispanic population will continue to grow much more rapidly than the non-Hispanic population. By 2009, nearly one person out of every six living in the U.S. will be of Hispanic origin.

Over the nineteen-year period, 1990-2009, the nation's Hispanic buying power will grow at a dynamic compound annual rate of 8.2 percent. (The comparable rate of growth for non-Hispanics is 4.9 percent.) In sheer dollar power, Hispanics' economic clout will rise from \$222 billion in 1990, to \$504 billion in 2000, to \$686 billion in 2004, and to \$992 billion in 2009. The 2009 value will exceed the 1990 value by 347.1 percent—a percentage gain that is substantially greater than either the 148.5 percent increase in non-Hispanic buying power or

the 158.8 percent increase in the buying power of all consumers. U.S. Hispanic buying power will grow faster than African-American buying power (203 percent) and Native American buying power (240 percent), but will grow at the same rate as Asian buying power (347 percent). Over the nineteen-year period, 1990-2009, the nation's Hispanic buying power will grow at a dynamic compound annual rate of 8.2 percent. (The comparable rate of growth for non-Hispanics is 4.9 percent.) In sheer dollar power, Hispanics' economic clout will rise from \$222 billion in 1990, to \$504 billion in 2000, to \$686 billion in 2004, and to \$992 billion in 2009. The 2009 value will exceed the 1990 value by 347.1 percent—a percentage gain that is substantially greater than either the 148.5 percent increase in non-Hispanic buying power or the 158.8 percent increase in the buying power of all consumers. U.S. Hispanic buying power will grow faster than African-American buying power (203 percent) and Native American buying power (240 percent), but will grow at the same rate as Asian buying power (347 percent).

Of the many forces supporting this substantial and continued

growth, the most important is favorable demographics. Because of both higher rates of natural increase and strong immigration, the Hispanic population is growing more rapidly than the total population, a trend that is projected to continue. Between 1990 and 2009, the Hispanic population will increase by 121 percent compared to 14.1 percent for the non-Hispanic population and the 23.7 percent gain for the total population.

The relatively young Hispanic population, with more of them either entering the workforce for the first time or moving up their career ladders, also argues for additional gains in buying power, which will be even more important in this decade than in the 1990s. The increasing number of Hispanics who are successfully starting and expanding their own businesses is another potent force powering the growth of this consumer market, as evidenced by the 1.2 million Hispanic-owned firms in the U.S. expanding their own businesses is another potent force powering the growth of this consumer market, as evidenced by the 1.2 million Hispanic-owned firms in the U.S.

Source: Selig Center for Economic Growth's The Multicultural Economy, 1990-2009

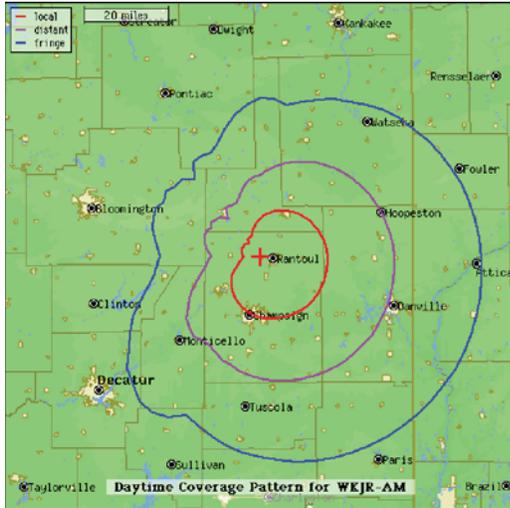
Radio Variedades

1655 Ravine Ln. Suite A • Carpentersville, IL 60110 • (217) 893-1460
advertising@quepasanetwork.com • www.quepasanetwork.com



Radio Variedades is the place to make your media dollars work hard for you!

Coverage Area



WKJR 1460 AM Champaign

Reaching over 90% of Champaign and the surrounding areas Hispanic Community every day, we are Champaign's only media source offering Hispanic AM radio market coverage.

Radio Variedades Gets Results for its customers!

Demographics

Champaign and Radio Coverage Area Population:	272273	
Hispanic or Latino	10972	4.03%
Mexican	6643	2.44%
Puerto Rican	1035	0.38%
Cuban	299	0.11%
Other Hispanic or Latino	3022	1.11%

WRMN 1410 AM Elgin

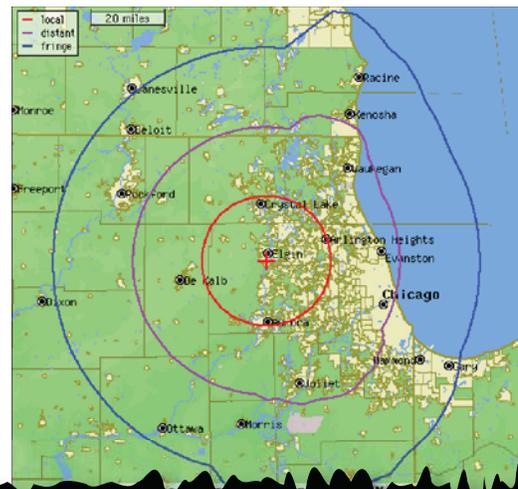
Our Radio Simulcast on the weekends allows your advertising dollars to go even farther.

Now advertise in a Second Radio Market for the same price.

Check out your advertising on the Internet.

Your Advertising is included on our Live Streaming

@ RadioVariedades1460.com



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Radio Variedades has Family Oriented Programming

Programming

Come visit Mr. GTO on his blog at
www.myspace.com/1460am

and listen for Mr. GTO on

WKJR 1460 AM Champaign
WRMN 1410 AM Elgin



Ruben Acevedo
"Mr GTO" Owner

Come listen to us live 24/7 on the
QuePasaNetwork.com

No matter where you are at you can always listen to
Radio Variedades streamed live on the Internet.



Armando Martinez
Program Director

Playing Music from the
80's, 90's and Today!

Family Oriented Music, News and Information
brought to you in a fun and professional format
24 hours a day, 7 days a week, 365 days a year.



German Acevedo
"El Muñeco" General Manager

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Advertise 3 Different Ways with **Radio Variedades**

Radio Advertising

Let's face it; a lot goes into making a great marketing campaign. Lot's of time, research and preparation is essential to take a raw idea and turn it into a successful marketing campaign! Even if everything looks great on paper, the bottom line for all is; did I get the necessary Return on Investment?

Radio Variedades is your friend and partner in this quest, as about 4 billion dollars are spent annually in the United States on Radio Advertising! There are three key factors to obtaining success with radio advertising. **Reach**, **Frequency** and **Consistency**. **Reach** is how many people are hearing your message, and **Frequency** is how many times they are hearing it. **Consistency** is the repetitive hearing of your message by consumers, and is probably the most important factor of all! **Radio Variedades** works because it gives you the opportunity to put your message in front of a well defined target as many times as necessary, for the success of your marketing campaign! With three solid formats that have something for everyone, you can know that the consumers are getting your message.

Live Remote

A live remote broadcast on **WKJR 1460 AM** is the most effective way to advertise! A live remote broadcast is perfect advertising when your business is celebrating an anniversary, grand opening, special event or just to attract new customers to boost business when you need it most.

When you have a live remote broadcast on **WKJR 1460 AM**, you get TWO BIG HOURS of airtime all to yourself. You also get 30 second promote that will air the week prior to the remote broadcast. **WKJR 1460 AM** will provide you with a live Disc Jockey, complete with all your favorite tunes, a sound system to attract attention, and plenty of live, on air advertising and interviews, enticing people to come in and visit your business.

Internet

Internet Radio advertising is just like radio advertising - but more powerful. On **RadioVariedades1460.com** you receive:

1. More precise targeting opportunities.
2. Advertising is multi-faceted - combine audio ads with synchronized banners and buttons to maximize visibility and retain attention.
3. More actionable - listeners are only a click away from your site.
4. Audio is not background noise. Listeners at their computers pay attention.
5. Your radio advertising also streams Live on the Internet at **RadioVariedades1460.com**



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