

reaching the **HISPANIC MARKET**



HISPANIC MARKET QUICK FACTS

GROWING HISPANIC POPULATION

In the last 12 years the Hispanic Population had doubled with numbers growing in Olathe and Overland Park. The most recent census number estimates 195,000 Latino residents

YOUNG DEMOGRAPHIC

The average age of Latinos is 23 years of age.

OPPORTUNITY FOR BRANDING

Latinos represent a new consumer group that has highest potential for product branding

RELATIVELY UNTAPPED

As one of the newest growing demographics the Hispanic market has remained untapped

INTEGRATED MARKETING MIX

PRINT

Dos Mundos is Kansas City's largest and most read Hispanic newspaper for the Spanish speaking community. Over the 35 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.

RADIO - KYYS, KDTD, KCZZ

Reyes Media consists of 3 Commercial stations, La X 1250 AM - KYYS, La Grande 1340 AM - KDTD which play Mexican Regional music each reaching a slightly different demographic and ESPN Deportes 1480 AM - KCZZ which is a 24/7 Spanish Sports Talk station.

THE WEB

Each media outlet hosts a web site for their readers and listeners and each garners a respectable number of unique visitors to their sites.

SOCIAL MEDIA

Now with over 20,000 Fans and Friends and Followers on Facebook and Twitter, the mix of traditional and new media raises the bar for Hispanic Outreach

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.



OUR HISTORY

Manuel and Clara Reyes, publisher and editor respectively, established Dos Mundos, Kansas City's leading bilingual news source in June 1981. As the Midwest's leading Hispanic publication and Kansas City's only media outlet capable of effectively reaching the Hispanic market,

Dos Mundos strives to provide information to its reading audience on international, national, regional and local events which are of notable interest to the Hispanic community.

Our Mission remains to "DIVULGAR LA CULTURA EN DOS IDIOMAS "

To spread culture in two languages



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

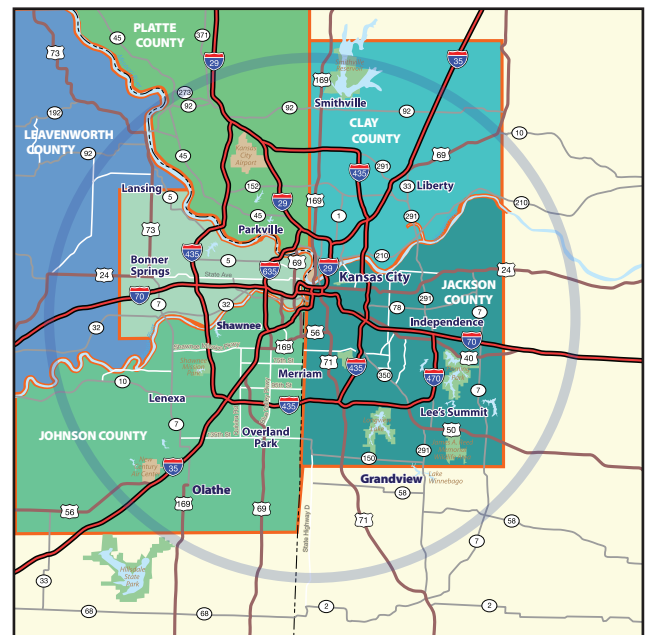
CELEBRATING 35 YEARS!

Dos Mundos has begun its 35th year of informing the community and providing a hyper local connection to the Hispanic Market in Kansas City. We continue to be the credible source of news, events and business information to our readership.

DISTRIBUTION

Dos Mundos is delivered primarily in the 5 county metro area with over 350 racks and over the counter vending stops. The average return rate was 14% in 2015.

- Estimated 70,000 Bilingual readers weekly (3.5 readers per copy)
- Circulation covers the Greater Kansas City area including Jackson, Cass, Lafayette, Ray, Clay, Johnson and Platte counties in Missouri, and Johnson, Wyandotte, Leavenworth, Jefferson, Shawnee, Douglas, Franklin and Miami counties in Kansas.
- Primary distribution through over the counter sales, distribution racks and paid subscriptions.
- Nationwide distribution accounts for approximately 21% of subscribers and International distribution accounts for 3%.
- Readership demographics are 64% female ages 25-54. Household income \$48,000.



MARKET LOGISTICS

Research shows that the top 10 Zip codes in Kansas City has changed over the last 5 years, notably Olathe has seen a marked increase to the 2 highest concentration of Latino residents.

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%



T W O W O R L D S Dos Mundos

El Periódico Bilingüe Para la Comunidad Hispánica de Kansas City desde 1981

Rates and Specifications

LOCAL RATES - \$14 per column inch (net)		
Black and White OR Color		
Full Page	168 columns	\$2,352.00
1/2 Page	84 columns	\$1,176.00
1/4 Page	42 columns	\$588.00
1/8 Page	21 columns	\$294.00
1/16 Page	10.5 columns	\$147.00

FREQUENCY DISCOUNTS			
Prepaid	4X (\$12 pci)	12X (\$11 pci)	26X (\$10 pci)
Full Page	\$2,016.00	\$1,848.00	\$1,680.00
1/2 Page	\$1,008.00	\$924.00	\$840.00
1/4 Page	\$504.00	\$462.00	\$420.00
1/8 Page	\$252.00	\$231.00	\$210.00
1/16 Page	\$126.00	\$115.50	\$105.00

Options

Production Cost: \$30 an hour
 Spot Color: \$150 per color
 Full Color: \$400
 Inserts: \$70 per 1,000 inserts (single sheet)

Mechanical Specs

Published: Weekly
 Circulation: 20,000
 Back Issues: Available upon request
 Advertorial: Rates available upon request. Must be identified with "advertising" or sponsor's logo.
 Agency Discount: 15% discount for placement by recognized agencies. Discount is forfeited on accounts over 30 days in arrears.
 Printing: Web Offset
 Trim Size: 11.5" by 22.5"
 Live Area: 10.5" by 21"
 Line Screen: 85 dpi for BW and Color
 Materials: PDF Press ready, JPG, Adobe Suite CS3
 Other advertising units available, including inserts and odd sizes. Production and graphic capabilities available upon request.

WEB - dosmundos.com

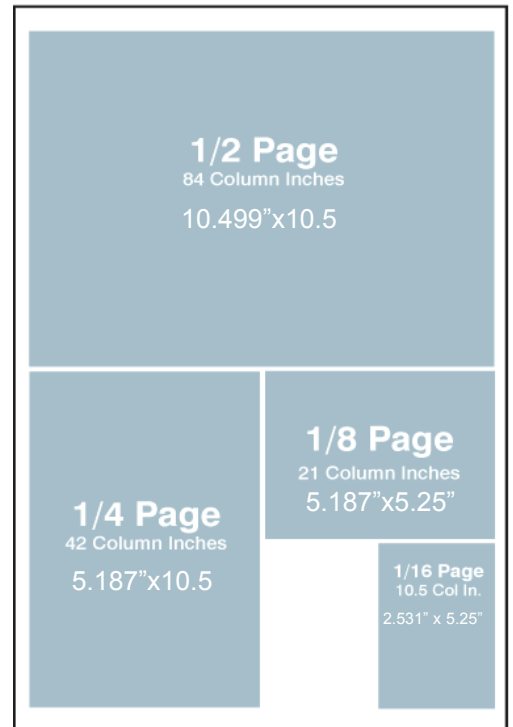
- 30K visitors per month average
- iPad, Smartphone and Tablet supported
- Side Box \$250 per month, Banner \$385 per month.
- Archive of older issues available.

SOCIAL MEDIA



- 7K+ Facebook fans and friends with custom packages available.
- Reach of over 450K during month through postings and contests.
- 18-32 years of age and Female skew to social media mix

Full Page
 168 Column Inches
 10.499" x 21"



Classified Advertising

01 - 15 words	\$ 12.50
16 - 22	14.50
23 - 29	16.50
30 - 36	18.50
37 - 43	20.50
44 - 50	22.50
51 - 57	24.50
58 - 64	26.50
65 - 71	28.50
72 - 78	30.50
79 - 85	32.50
86 - 92	34.50
93 - 100	36.50
100 +	Accordingly

OPTIONS - \$10 Additional charge for logos.
 TRANSLATIONS - \$10 minimum charge for 100 words or less.

DEADLINES - Classified ad must be submitted by the Monday before publication.

MISC - Typesetting and translation charges may be added to the cost of the advertisement. Blind boxes are available as well

OUR POLICY

Advertisers and advertising agencies are jointly and mutually liable for payment. Liability for content (text and artwork included) of all advertising is assumed by the advertiser and/or advertising agency. Any claims made against the Publisher arising from advertisements and any expense or loss thereto pertaining, will also be assumed by advertiser and/or advertising agency. Ads must be clearly identified by trademark and/or signature of the advertiser. All copy, including all elements, is subject to Publisher's approval. Positioning of and advertisement is subject to discretion and orders specifying positions are accepted on a request basis only. Key numbers are not guaranteed, and Publisher is not responsible for errors in key numbers or other typesetting done by the Publisher. All orders become non-cancelable three days before closing date. If by closing date the Publisher has not received copy that, in its sole discretion, it deems acceptable for publication, it may repeat the advertiser's most recent advertisement. Production charges incurred on behalf of the advertiser will be re-billed at net cost in addition to the advertising rates. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the Publisher's policies will be binding unless specified in writing by the Publisher.



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T W O W O R L D S Dos Mundos

El Periódico Bilingüe Para la Comunidad Hispana de Kansas City desde 1981

Web Advertising Rates - www.dosmundos.com

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 embeded HTML5 can also be submitted with 7 days advance notice for testing. Site take overs and video boxes are available as well.

HOME PAGE ADS

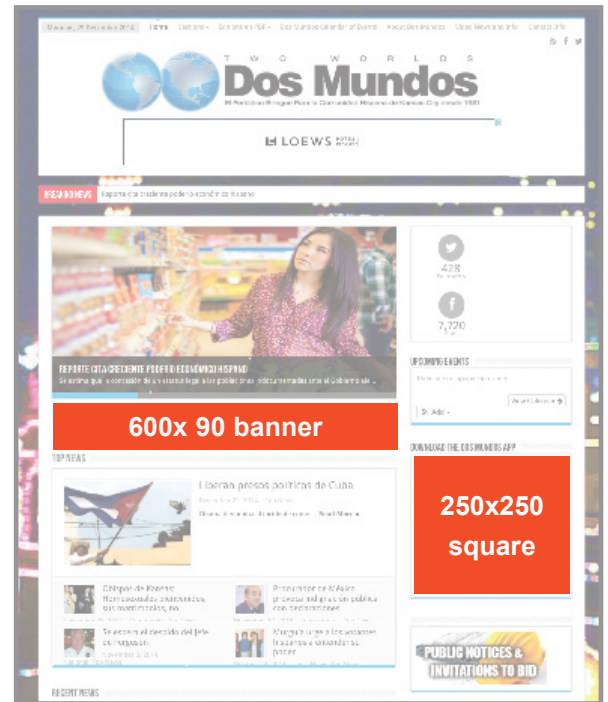
SIZE	Dimensions	Rates
Banner	600x90	\$385 per Month.
Side box	250x250	\$250 per Month.
Video Box	600x600	\$400 per Month
Takeover	Background	\$175 per week

INTERIOR ADS

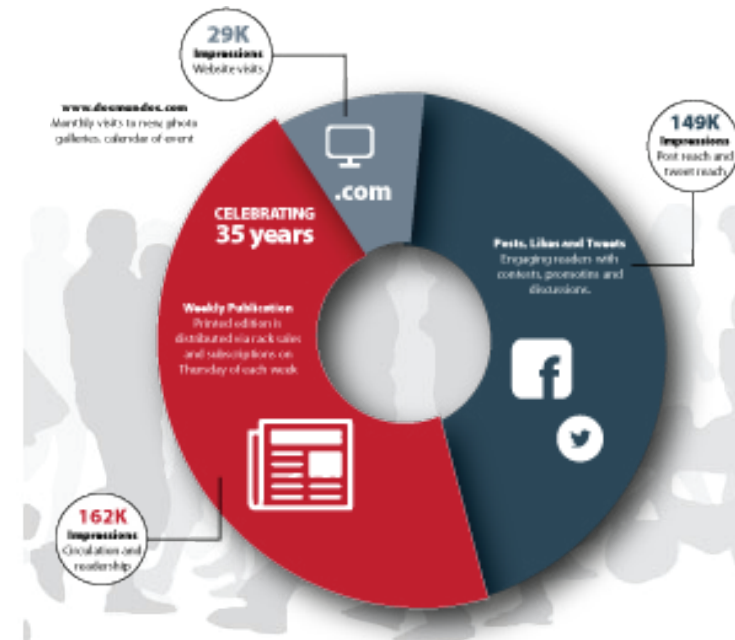
SIZE	Dimensions	Rates
Banner	600x90	\$300 per Month.
Side box	300x250	\$180 per Month.
Video Box	600x600	\$300 per Month

INTERACTIVE LINKS NOW ON ISSUO

Display Advertisers who included active URL on their artwork can optionally activate the links on our online PDF platform.



INTEGRATED MEDIA CHANNELS



MAXIMIZE IMPRESSIONS

By offering you a range of media channels, your dollar goes further in deliving your message.

When combined, we can deliver over 300,000 impressions per month. Call today and we can work with you on a strategy for success.

NEWSPAPER

Minority newspapers are an inseparable part of the local minority community. They deliver what no mass medium can -- news that is specifically geared to the needs and concerns of individual minority communities. Newspaper offers a level of "Credibility" that no other medium can offer. This is important in establishing presence and dependability for any organization. Through articles, as well as advertisements, consumers can get a better understanding of what is being presented to them at their pace.



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T W O W O R L D S Dos Mundos

El Periódico Bilingüe Para la Comunidad Hispana de Kansas City desde 1981

Dates of Publication for 2016

January	7	Dia de Reyes
	14	Indoor Entertainment
	21	Scholarship Opportunity/College Ed. Issue
	28	Preparing Taxes/Life Planning
February	4	American Heart Month
	11	Valentine's Day
	18	Anti-bullying
	25	Wedding & Quinceañeras
March	3	Women's Month
	10	Soccer Season Open
	17	Medical Professionals Issue
	24	Easter Issue
	31	Eating disorder
April	7	Nutrition & Health Issue
	14	Earth Day Issue
	21	Prom Issue
	28	Cinco de Mayo Issue
May	5	Mother's Day Issue
	12	Graduation Issue
	19	Summer Recreation & Travel
	26	Memorial Day Issue
June	2	Mens Health Issue
	9	Dos Mundos Anniversary
	16	Father's Day Issue
	23	Dos Mundos Anniversary
	30	Fourth of July
July	7	Teen Issue
	14	Education Issue - Tax Free Issue
	21	Back to School MO
	28	Immigration Issue
August	4	Back to School KS
	11	Automotive Issue
	18	Senior Issue
	25	New Born & Toddlers Issue
September	1	Labor Day Issue
	8	Fiestas Patrias Issue
	15	Hispanic Heritage Month
	22	Flu & Vaccinations
	29	Domestic Violence Awareness Issue
October	6	Breast Cancer Awareness Issue
	13	Hispanic Heritage Month
	20	Arts Issue
	27	Halloween Issue/Dia de los Muertos
November	3	Veteran's Day Issue
	10	Diabetes Awareness Month
	17	Community leaders
	24	Thanksgiving Issue
December	1	Nutcracker/Personal Finance
	8	Posadas/Dia de Guadalupe
	15	Home Safety Tips Issue
	22	Christmas Issue
	29	Year Review/Reyes Magos

2016

JAN							JULY									
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa			
					1	2						1	2			
3	4	5	6	7	8	9	3	4	5	6	7	8	9			
10	11	12	13	14	15	16	10	11	12	13	14	15	16			
17	18	19	20	21	22	23	17	18	19	20	21	22	23			
24	25	26	27	28	29	30	24	25	26	27	28	29	30			
31																
FEB							AUG									
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa			
		1	2	3	4	5			1	2	3	4	5			
7	8	9	10	11	12	13	7	8	9	10	11	12	13			
14	15	16	17	18	19	20	14	15	16	17	18	19	20			
21	22	23	24	25	26	27	21	22	23	24	25	26	27			
28	29						28	29	30	31						
MAR							SEPT									
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa			
		1	2	3	4	5						1	2	3		
6	7	8	9	10	11	12	4	5	6	7	8	9	10			
13	14	15	16	17	18	19	11	12	13	14	15	16	17			
20	21	22	23	24	25	26	18	19	20	21	22	23	24			
27	28	29	30	31			25	26	27	28	29	30	31			
APR							OCT									
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa			
					1	2							1			
3	4	5	6	7	8	9	2	3	4	5	6	7	8			
10	11	12	13	14	15	16	9	10	11	12	13	14	15			
17	18	19	20	21	22	23	16	17	18	19	20	21	22			
24	25	26	27	28	29	30	23	24	25	26	27	28	29			
							30	31								
MAY							NOV									
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa			
1	2	3	4	5	6	7						1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10	11	12			
15	16	17	18	19	20	21	13	14	15	16	17	18	19			
22	23	24	25	26	27	28	20	21	22	23	24	25	26			
29	30	31					27	28	29	30						
JUNE							DEC									
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa			
			1	2	3	4						1	2	3		
5	6	7	8	9	10	11	4	5	6	7	8	9	10			
12	13	14	15	16	17	18	11	12	13	14	15	16	17			
19	20	21	22	23	24	25	18	19	20	21	22	23	24			
26	27	28	29	30			25	26	27	28	29	30	31			

DEADLINES

Space reservations- Friday 1 week prior
Digital ready materials due - Tues by 5pm

HIGHLIGHTS

- Cinco de Mayo Issue - April 28
- Hispanic Heritage Month - Sept 15

NEWSPAPER

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KANSAS CITY SPANISH RADIO

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 to radio listeners in Eastern Kansas and Western Missouri. Programming includes “Classic Hits” musical programming with popular blocks such as “El Tilichero”, Buy Sell and Trade LIVE show, and Romantic requests shows in the evening.

Programming Summary Mon. - Fri.

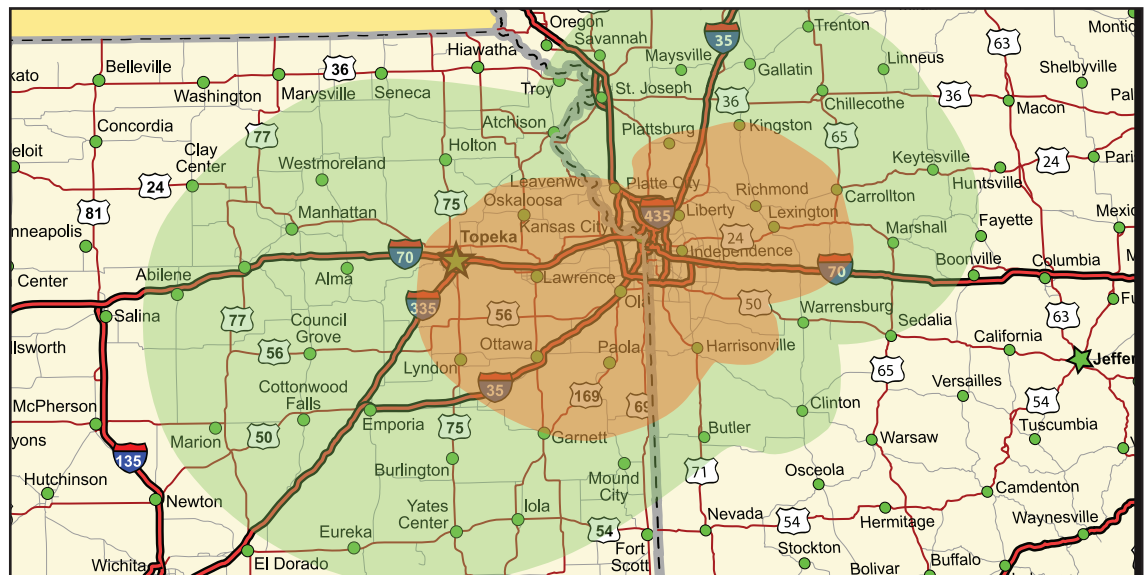
12:00A - 8:00A	The Best of Regional Mexican Music
8:00A - 9:00A	“El Banquillo” with DJ Armando Cruz
10:00A - 11:00A	“El Tilichero Show” – “Buy Sell and Trade Show”
11:00A - 12:00P	Early Lunch mix
12:00P - 5:00P	Music with DJ - Martin Jimenez
5:00P - 8:00P	Music with DJ - “El Norteño”
8:00P - 12:00A	The Best of Regional Mexican Music

Saturdays

12:00A - 10:00A	The Best of Regional Mexican Music
10:00A - 11:00A	“El Tilichero Show” – “Buy Sell and Trade Show”
12:00P - 4:00P	Music with DJ - Julio Cesar Chavez
4:00P - 8:00P	Music with DJ - Martin Jimenez

Sundays

9:30A - 1:00P	Music with DJ - “El Norteño”
1:00P - 5:00P	Music with DJ - Julio Cesar Chavez



Coverage Map - Kansas City
 Orange = Local
 Green = Distant

Listener Info:



- Adults: 28 – 60 Years Old
- Skews to Female audience 62%-38%
- First and Second Generation
- Blue Collar Workers
- Average Yearly Household Income \$48,000
- Spanish Dominant



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Find us on  

KANSAS CITY SPANISH RADIO KYYS La “X” 1250 am La SUPER Estación

RATE CARD

Our rates card is provided as a starting point for planning your media budget. Final rates are subject to availability and discounts are based on volume and partnership level.

PEOPLE METER

KYYS does not subscribe to Arbitron so we cannot provide rankings etc. We have installed the People meter transmitter in our system to participate in this measuring system.

KYYS 1250 AM LA “X” - Monday - Friday				
Daypart		60 Sec	30 Sec	15 Sec
Morning	(6:00A - 12:00P)	\$55	\$45	\$25
Mid-Day	(12:00P - 3:00P)	\$50	\$40	\$20
Afternoon	(3:00P - 7:00P)	\$55	\$45	\$25
Evening	(7:00P - 12:00A)	\$35	\$30	\$15
Overnight	(12:00A - 6:00A)	\$20	\$15	N/A

KYYS 1250 AM LA “X” - Saturday and Sundays				
Daypart		60 Sec	30 Sec	15 Sec
Morning	(6:00A - 12:00P)	\$45	\$35	\$20
Mid-Day	(12:00P - 3:00P)	\$40	\$30	\$20
Afternoon	(3:00P - 7:00P)	\$45	\$35	\$20
Evening	(7:00P - 12:00A)	\$35	\$30	\$15
Overnight	(12:00A - 6:00A)	\$25	\$20	N/A

Sponsorship Opportunities	
Weather & Traffic Billboards	\$500 per Month Sponsors
Sports Programming	Call for Details
	Live Re motes
Two-Hour Remotes	\$1,250
(Includes Talent Fee & 20 Promos)	

As the largest Spanish Radio station in the area with 25,000 Watts, La “X” 1250 AM has proven through it’s extensive list of clients that we can deliver new customers to your business. In addition, repeat business is not uncommon with many of our clients as well.



HOME of the Kansas City Royals Spanish Broadcast



We host radiothons for St. Judes in Oct and Children’s Miracle Network in April



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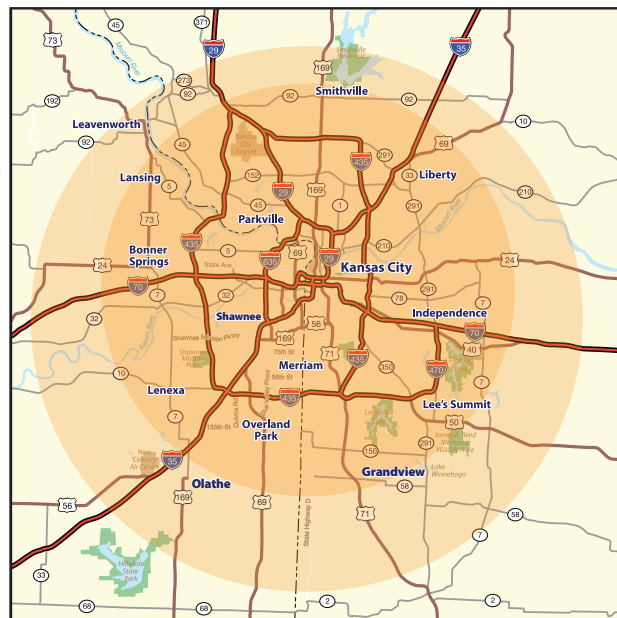
KANSAS CITY SPANISH RADIO KDTD La Gran D 1340 AM “La Gran D - La Mas Mexicana”

The Best in Top 40 Mexican Regional Music

This 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.

Listener Demographics:

- Adults: 18 – 40 Years Old
- Skews to Male audience
- First and Second Generation
- Blue Collar Workers
- Average Yearly Household Income \$52,000
- Spanish Dominant



Piolín por la Mañana

An entertaining morning show with comedy, pranks and celebrity interviews, El Piolín, has captured a commanding segment of the Hispanic community nationwide, which now includes Kansas City.

Programming Summary

Monday - Friday

- | | |
|----------------|----------------------------|
| 8:00P - 8:00A | Hit Music |
| 8:00A - 12:00P | El Show de Piolín |
| 12:00P - 1:00P | Jessica en Vivo |
| 2:00P - 7:00P | DJ Lulys Ovalle |
| 7:00P - 8:00P | “Contragolpes” Sports show |

Saturdays and Sundays

- | | |
|----------------|------------------|
| 6:00A - 10:00A | Sabor a México |
| 10:00A - 5:30P | DJ Josue Orantes |



FOCUS ON SERVICE

We understand that managing media can be a challenging task. For that reason we try to make it easier on you by providing the best service possible in all aspects of working with you. We provide all the necessary affidavits, invoices and air checks if you require them. We want to help your business grow in the Hispanic market with ease and confidence. That is what sets Reyes Media apart.



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KDTD is the official Spanish Station of Sporting KC and the Kansas City Chiefs and we broadcast all games in Spanish. We offer special partnership packages for these broadcasts



St. Jude Children's
Research Hospital

ALSAC • Danny Thomas, Founder
We host radio-thons for St. Jude Children's Hospital in Oct and Children's Miracle Network in April





El Show de Piolin



KANSAS CITY SPANISH RADIO KDTD La Gran D 1340 AM La Mas Mexicana

RATE CARD

Our rates card is provided as a starting point for planning your media budget. Final rates are subject to availability and discounts are based on volume and partnership level.

PEOPLE METER

KDTD does not subscribe to Arbitron so we cannot provide rankings etc. We have installed the People meter transmitter in our system to participate in this measuring system.

EL SHOW DE PIOLIN • Monday - Friday			
Daypart	60 Sec	30 Sec	Live Call
Morning Show (6:00A. - 12:00P.)	\$55	\$45	\$55
Weather Reports		\$40	
Traffic Reports		\$40	

KDTD 1340 AM LA GRAN D • Monday - Friday			
Daypart	60 Sec	30 Sec	15 Sec
Mid-Day (12:00P - 3:00P)	\$40	\$30	\$20
Afternoon (3:00P - 7:00P)	\$45	\$35	\$20
Evening (7:00P - 12:00A)	\$25	\$20	\$15
Overnight (12:00A - 6:00A)	\$15	\$10	N/A


KDTD 1340 AM LA GRAN D - Saturday and Sundays			
Daypart	60 Sec	30 Sec	15 Sec
Morning (6:00A - 12:00P)	\$35	\$25	\$15
Mid-Day (12:00P - 3:00P)	\$35	\$25	\$15
Afternoon (3:00P - 7:00P)	\$35	\$25	\$15
Evening (7:00P - 12:00A)	\$25	\$20	\$15
Overnight (12:00A - 6:00A)	\$15	\$10	N/A

Sponsorship Opportunities	
Weather & Traffic Billboards	\$400 per Month Sponsors
Sports Programming	Call for Details
	Live Re notes
Two-Hour Remotes (Includes Talent Fee & 20 Promos)	\$1,000



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ESPN DEPORTES KANSAS CITY (1480 AM)

KCZZ 1480 AM ESPN DEPORTES



Jorge Ramos is the #1 sports talent on TV and the most followed on the web and social media

Mon-Fri
3p-6p



RATE CARD

Our rate card is provided as a starting point for planning your media budget. Final rates are subject to availability and discounts are based on volume and partnership level.

PEOPLE METER

KCZZ does not subscribe to Arbitron so we cannot provide rankings etc. We have not installed the People meter transmitter in our system to participate in this measuring system.

KCZZ 1480 AM ESPN DEPORTES • Monday - Friday

Daypart	60 Sec	30 Sec	15 Sec
Morning (6:00A - 12:00P)	\$35	\$30	\$18
Mid-Day (12:00P - 3:00P)	\$30	\$25	\$18
Afternoon (3:00P - 7:00P)	\$35	\$30	\$18
Evening (7:00P - 12:00A)	\$30	\$25	\$15
Overnight (12:00A - 6:00A)	\$15	\$10	N/A

KCZZ 1480 AM ESPN DEPORTES • Saturdays and Sundays

Daypart	60 Sec	30 Sec	15 Sec
Morning (6:00A - 12:00P)	\$25	\$20	\$15
Mid-Day (12:00P - 3:00P)	\$30	\$25	\$15
Afternoon (3:00P - 7:00P)	\$30	\$25	\$15
Evening (7:00P - 12:00A)	\$25	\$20	\$15
Overnight (12:00A - 6:00A)	\$15	\$10	N/A

REYES MEDIA GROUP

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www.reyesmediagroup.com



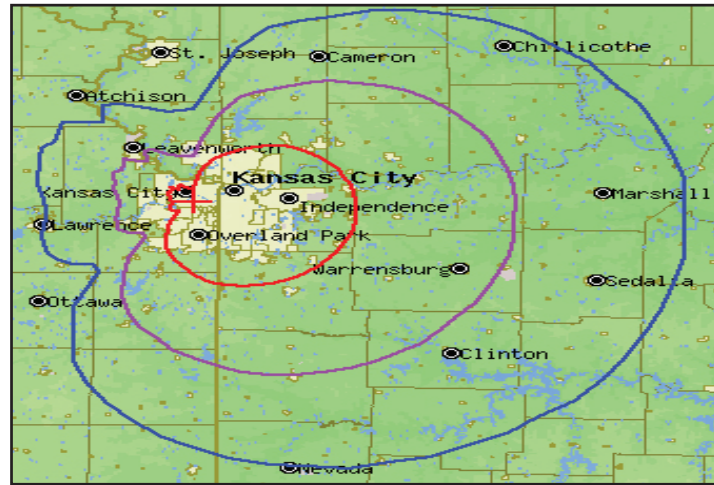
ESPN DEPORTES KANSAS CITY (1480 AM)

KCZZ 1480 ESPN DEPORTES - Kansas City's first Spanish language sports station dedicated to providing the widest variety of sports to local Hispanic sports fans via radio, online and digital media assets.

Our mission is to serve Hispanic sports fans where ever they enjoy their favorite soccer event.

Through dramatic and flavorful coverage of games, commentary on weekly events and passion like no other.

KCZZ 1480 is now home to some of the biggest sports events and most followed programming



Coverage Map

Programming Summary

Monday - Friday

5:00A - 8:00A

FIRMA ESPN - Kenneth Garay, Ernesto Jerez and Eduardo Martell

Bringing the audience the latest in sports and emphasizing the news and accomplishment of latin sports personalities

8:00A - 11:00A

RAZA DEPORTIVA - Rafael Ramos, David Faitelson, Oscar Restrepo, Omar Orlando Salazar, Rosana Franco and Leo Vega
Bring listeners up to date with the most recent and relevant information regarding Mexican soccer including interviews and Mexican correspondents. This program analyzes all that is relevant on and off the field.

11:00A - 1:00P

ZONA ESPN - Renato Bermudez, Sebastian Martinez-Christensen and Jose Francisco Rivera

Covering the hottest topics of the day in MLB and international baseball, NFL, NBA and all your favorite sports.

1:00P - 3:00P

FUTBOL PICANTE - Antonio Valle, Alex De La Rosa, Carlos Nava and Kenneth Garay

The whole spectrum of Mexican soccer including the latest on the national team "El Tri".

3:00P - 6:00P

JORGE RAMOS Y SU BANDA

Jorge Ramos, Hernan Pereyra, Jose Del Valle and Dionisio Estrada
This show features interviews with the top names in the world of soccer, the latest news and information about the game, and listener calls.

6:00P - 9:00P

DESTINO "EURO 2016"

Marcelo Masanti, Ricardo Mayorga, Antonio Valle and Diego Cora
Historic and current information on the next UEFA EURO 2016

9:00P - 11:00P

FUTBOL PICANTE - Rebroadcast

11:00P - 2:00A

RAZA DEPORTIVA- Rebroadcast

2:00A - 4:00A

JORGE RAMOS Y SU BANDA- Rebroadcast

Listener Info:

- Adults: 18 – 54
- Male: 83%
Female: 17%
- Composition- Base P12+
18-49 68%
25-54 70%
- HHI \$25,000+ 69%
HHI \$50,000+ 28%
- Spanish Dominant



**PERIODICO
RADIO
EVENTOS
DIGITAL**

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ESPN
DEPORTES
KANSAS CITY
((1480 AM))

KCZZ 1480 AM ESPN DEPORTES

Mon-Fri
 8a-11a



RAZA
 DEPORTIVA

Hosts

Rafael Ramos
 David Faitelson
 Oscar Restrepo
 Omar Orlando Salazar
 Rosana Franco
 Leo Vega



Mon-Fri
 11a-1p



Hosts

Renato Bermúdez
 Sebastián Martínez-Christensen
 José Francisco Rivera



Mon-Fri
 1p-3p



Hosts

Antonio Valle
 Alex De La Rosa
 Carlos Nava
 Kenneth Garay



LOCAL SPORTS BROADCASTS

KCZZ is the official Spanish broadcast partner of:

- Sporting Kansas City
- Kansas City Chiefs



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