



MEDULA

MEDios Unidos LATinoamericanos

Latin America Sales Kit

2008

PAL (Periodicos Asociados Latinoamericanos)
formed a consolidation of newspaper association
and publications



2010

The First pan regional Network that is 100%
Publisher Owner and operated



2013

Medula expands and open an office in MEXICO



2014

LATIN VIDEO is born. The first video network
with proprietary content . Further expansion!
Medula opens an office in COLOMBIA

**100% PUBLISHER
OWNED & OPERATED**

CONNECTING

360°

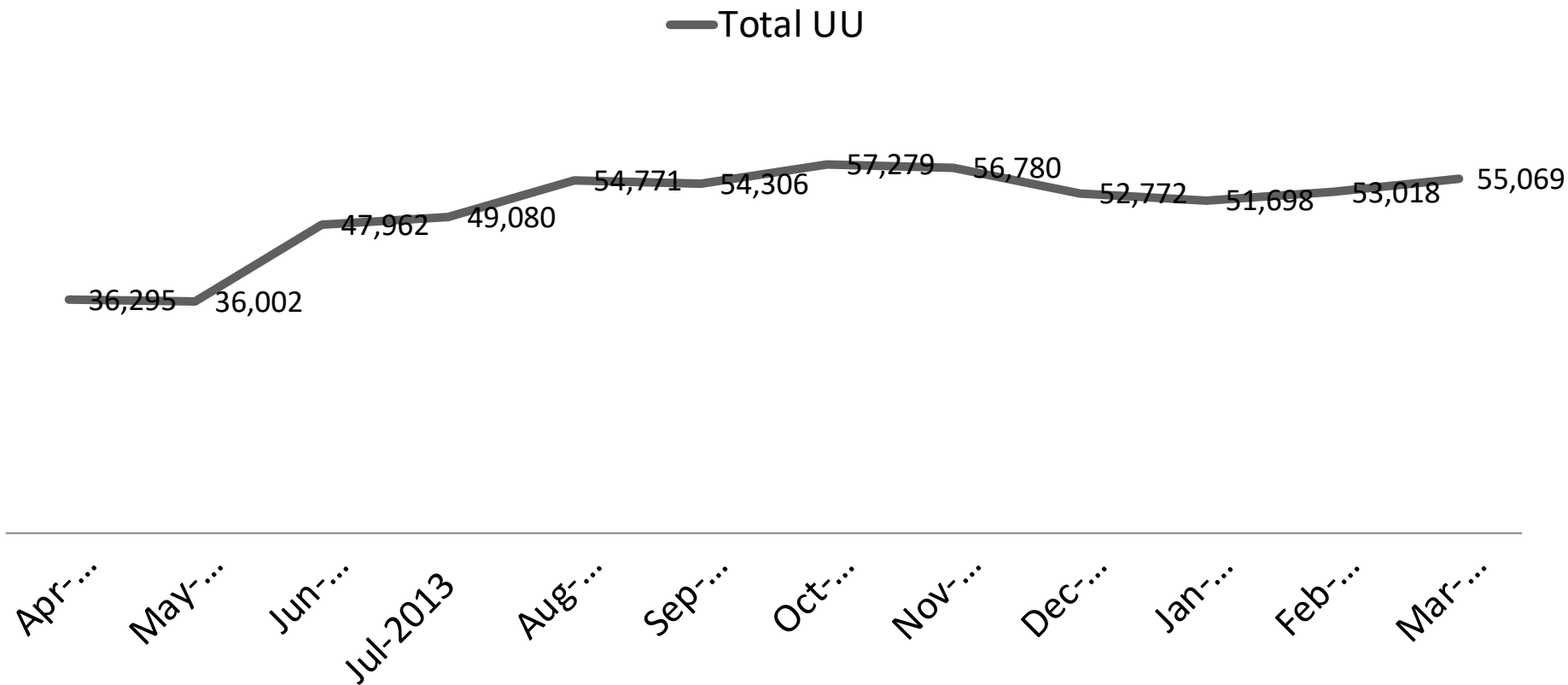
MEDIA SOLUTIONS

..... TO THE

**& U.S. HISPANIC
LATAM MARKETS**

LATAM MARKET

Medula's Latin American Audience Represent 53% Of The Market, We Have Expanded by **52%** Within 1 Year

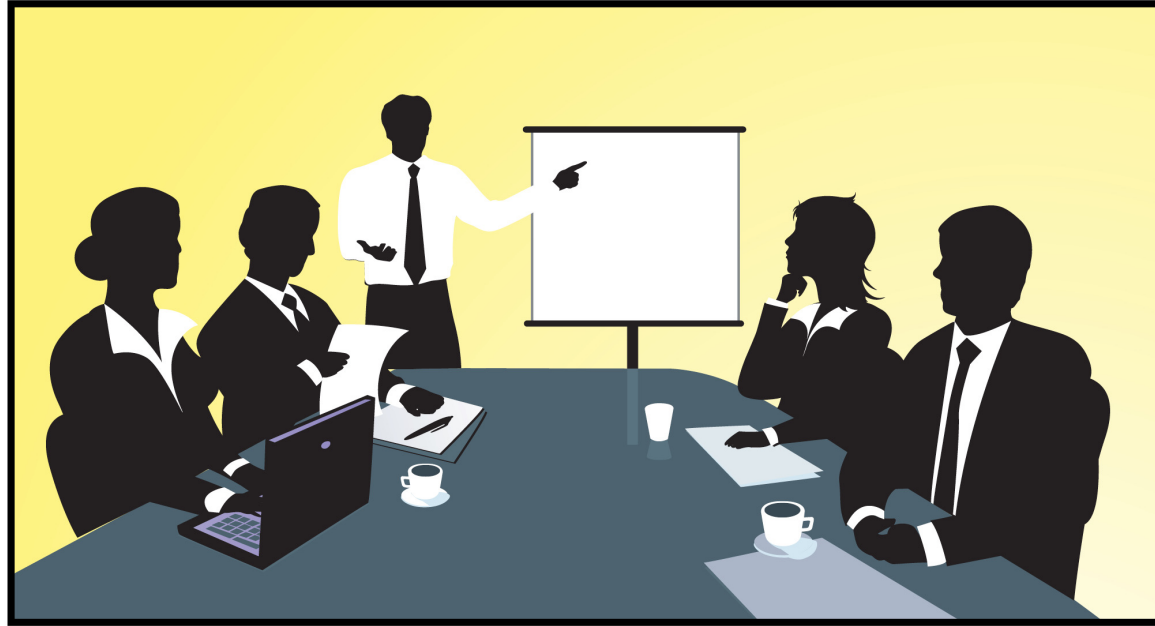




comSCORE.STATS - Latin America

GEO	UNIQUE USERS (000)	%REACH	Total Pages Viewed (MM)	Total Visits (000)
LatAm	53,991	51.9	1,878	372,085
USH	3,741	12.0	119	29,793
Argentina	16,552	92.7	896	165,982
Chile	4,771	79.3	141	31,148
Colombia	6,889	53.9	201	41,254
Mexico	9,768	34.1	152	37,882
Peru	4,522	80.0	202	29,569
Venezuela	3,124	33.5	38	13,233

MEDULA TEAM



Medula has dedicated teams that focus on individual projects. Allowing our professionals to learn thoroughly what clients expect and what their requirements are. Resulting in an efficient and timely completion of all undertakings.

OFFICES

MEDULA I USA

6505 Blue Lagoon, Suite 105 and 455 ,
Miami, FL 33126
P: +1 786.431.0370

MEDULA I Mexico

Av Jesús del Monte 41, piso 14
Col Jesús del Monte,
Huixquilucan Estado de México. CP 52764
Oficinas 1402 y 1403
P: 51 55 36830736 & 52 55 36830735

MEDULA I COLOMBIA

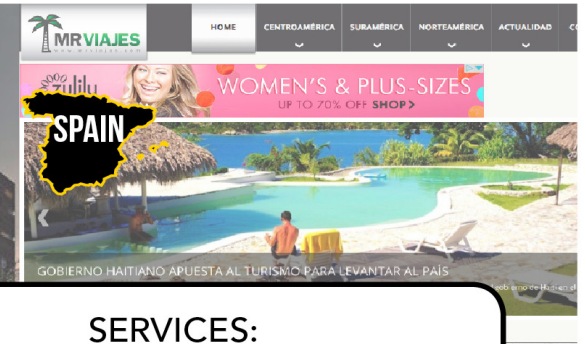
Cra. 11 No. 92-20 Of. 301 Bogoa,
Colombia
P: +57 (1) 744 9095



100% PUBLISHER OWNED & OPERATED



U.S.

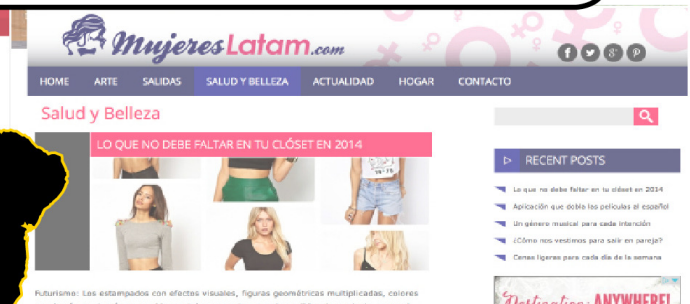


SERVICES:

• Digital • Newspapers • Magazines • TV • OOH



LATIN AMERICA

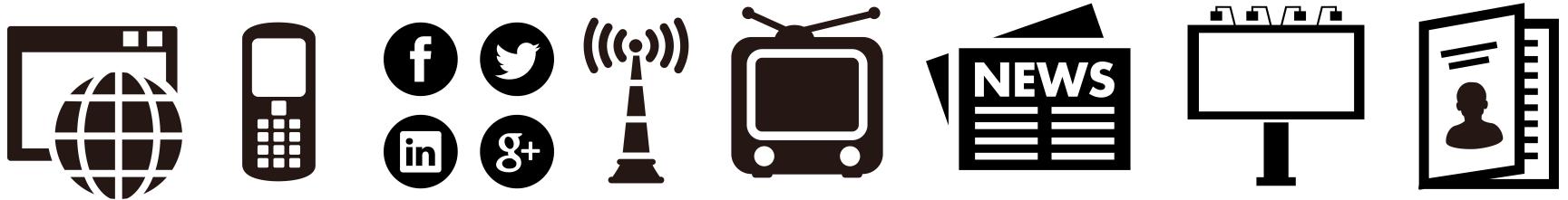


MEDIA LIST



And Much More ...

CONNECTING MEDIA SOLUTIONS 360°



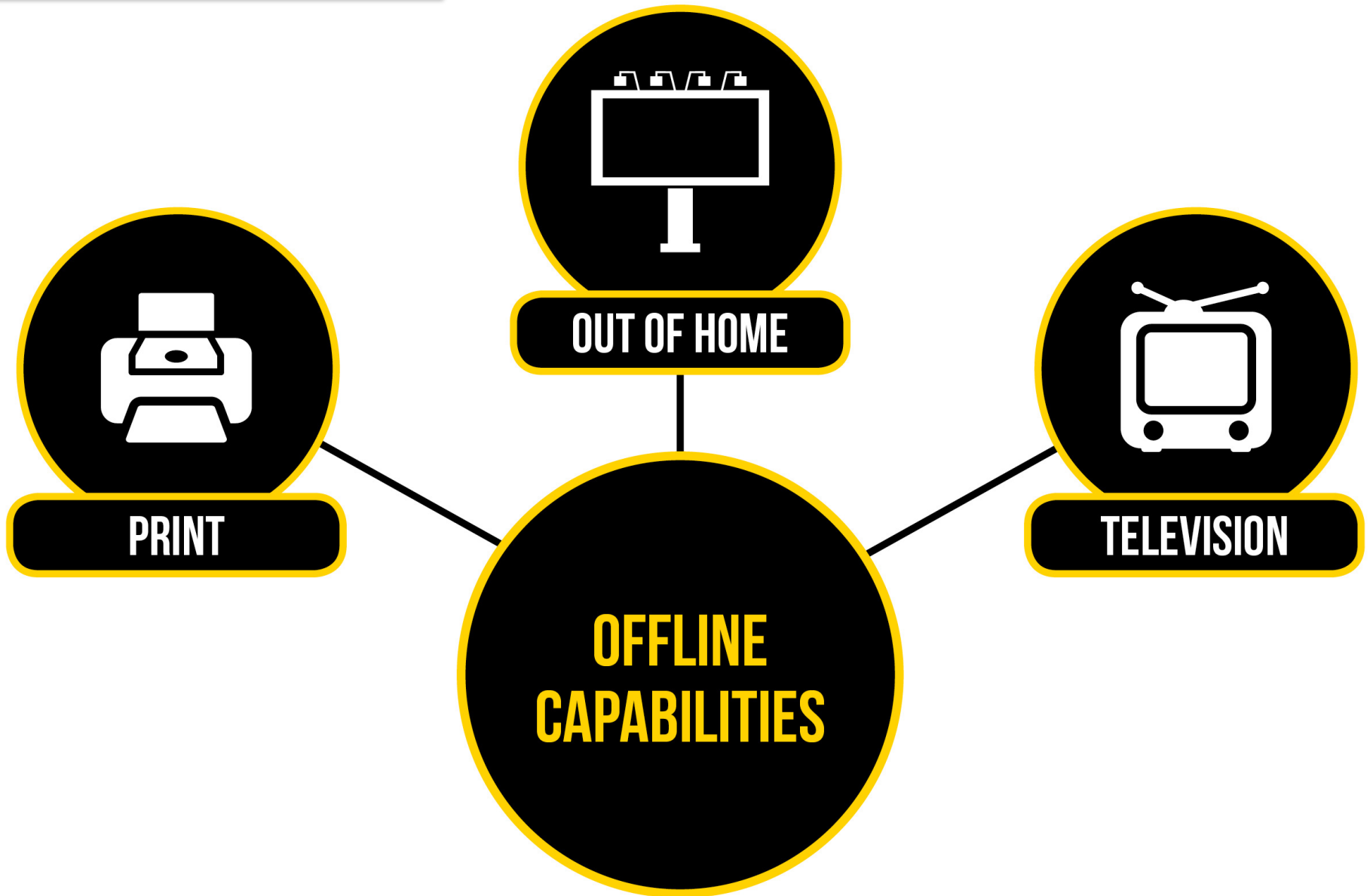
Things just got simpler!
A comprehensive Roadmap

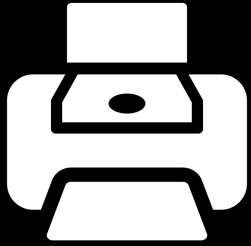


Consolidated into one easy to read report

Easy market penetration or expansion within the U.S. HISPANIC and LatAm markets

PRODUCTS



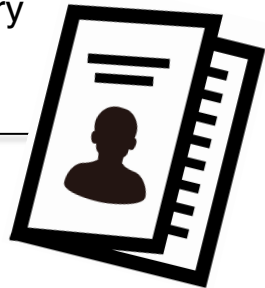


PRINT

Being 100% publisher owned and operated has its advantages. Medula has the upper hand when it comes to magazine and newspaper advertisements. With full disclosure knowledge of our publications audiences and reach we can deliver real results.

- Execution of full print campaign
- Competitive Pricing
- Digital copy is sent within 24 hours
- Tear sheet shipment tracking with next day delivery

NEWS





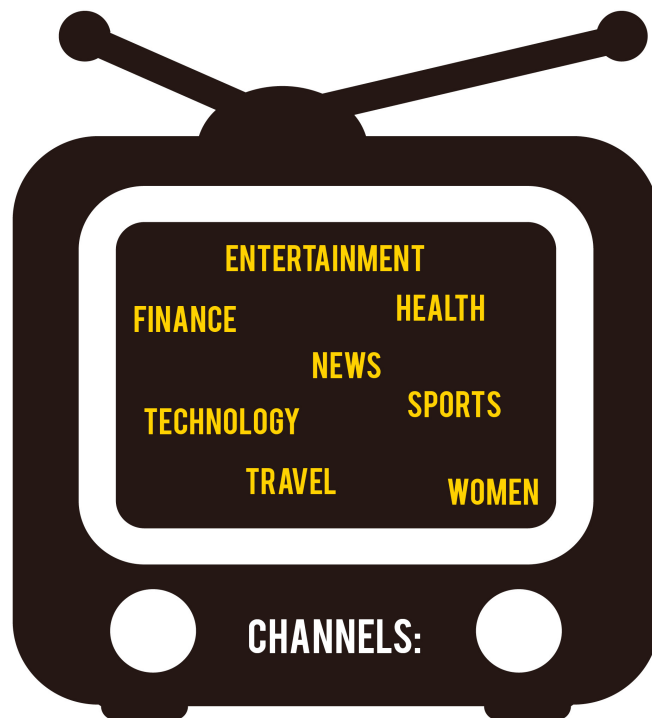
Advertise to your audience while they are on the go!

- Billboard Ads
- Restroom Ads
- Theater pre-movie ads



Let us align you with the right audience throughout Latin America and the U.S

- Nationalization of ads



Products

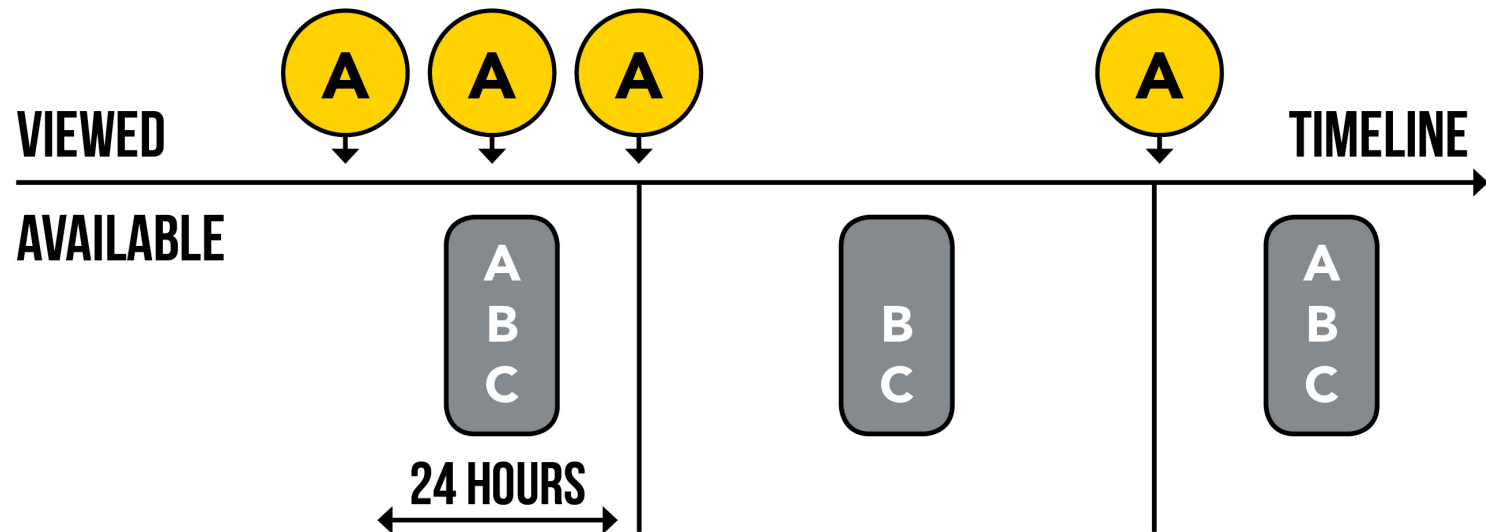




CAPPING

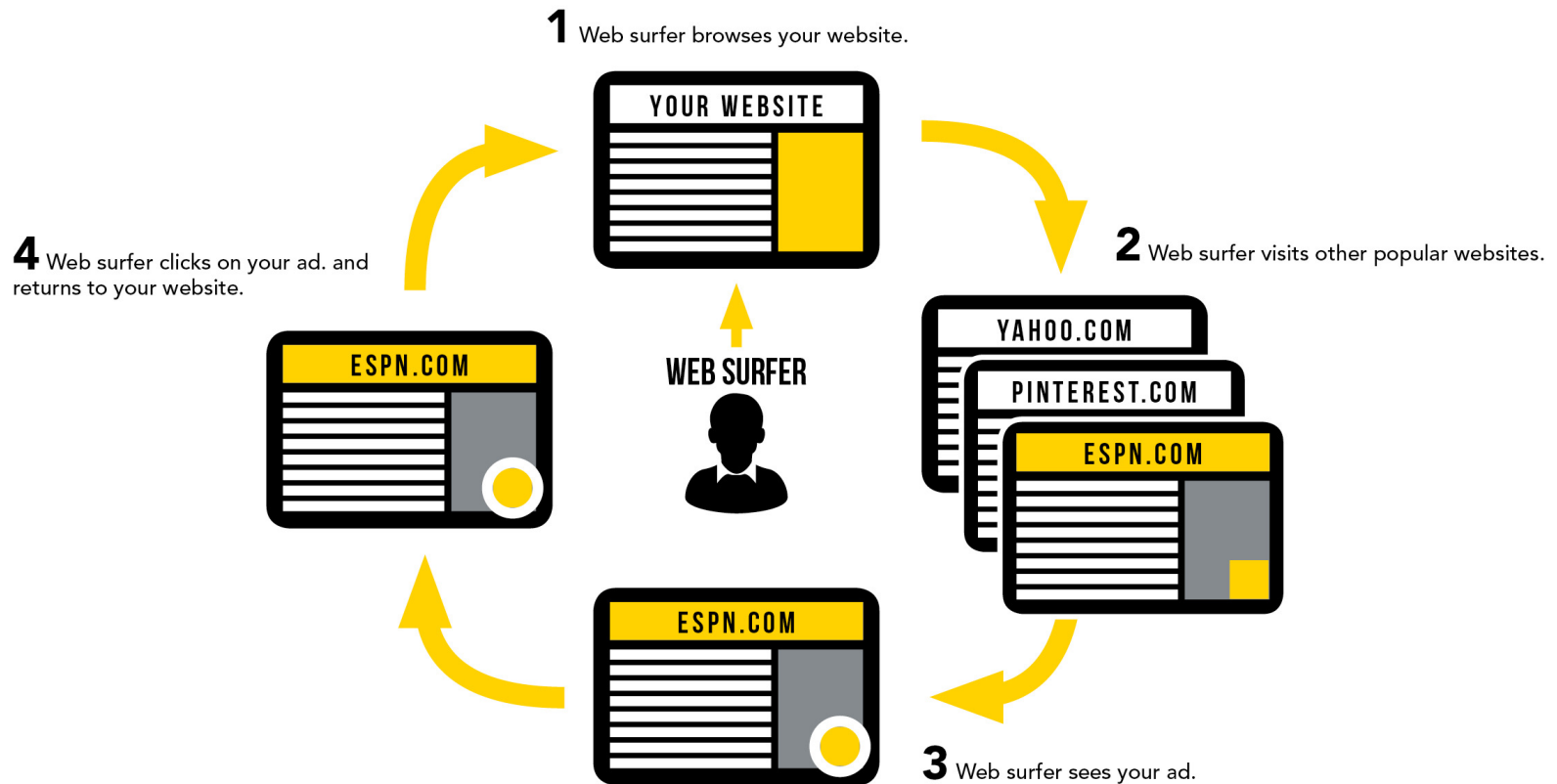
Set a limit for the number of impressions you will allow an individual user to have per day, per week, or per month on your advertisement campaign

Frequency Capping For Visitor X – Ad A Capped At 3 Views/Visitor/24-Hours





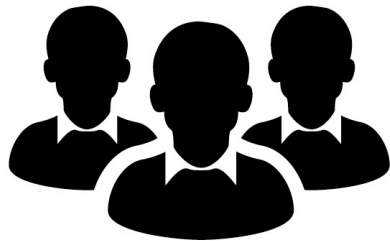
Convert, Convert, Convert! Generally 2% of shoppers convert on the first visit to a site. Retargeting brings back the other 98% by using a cookie-based technology that uses simple JavaScript code to anonymously “follow” the audience all over the Web keeping track and displaying retargeted ads to them as they visit other sites online.



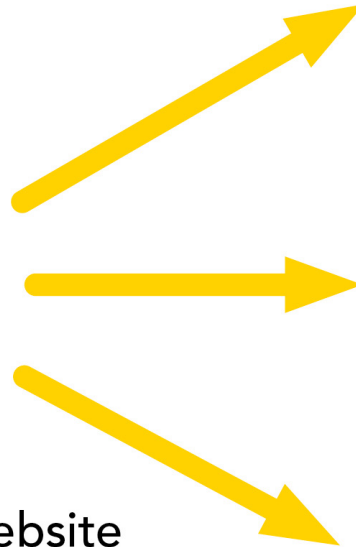


Extended your market reach!
Extended reach allows you to expand the reach of your advertisement efforts to the audience that has visited your website.

USERS 1,2 & 3



1. Audience pool visits website
and are tagged with a cookie



SITE 1



SITE 2



SITE 3



TARGETING

Directly target the audience that is interested in your products. By using a highly sophisticated set of software tools and analytics, Medula can tailor ads based on consumers' online behaviors the websites they view, the products they research, and how close they come to making a purchase.

CHANNEL



News
Entertainment
Sports
Finance
Technology
Women
Health
Auto

ETHNICITY



AR, BR, CL
CO, CR, ELSV,
DR, GT, HN,
MX, NI, PA, FE,
PR, SP, UY, VE

GEOGRAPHICAL



DMA



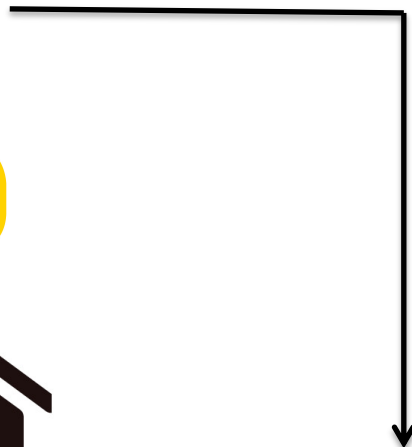
Divide and conquer! Divide the day into several parts and providing unique programming during each.

TV Programming Dayparting Demographic





DOUBLE VERIFY

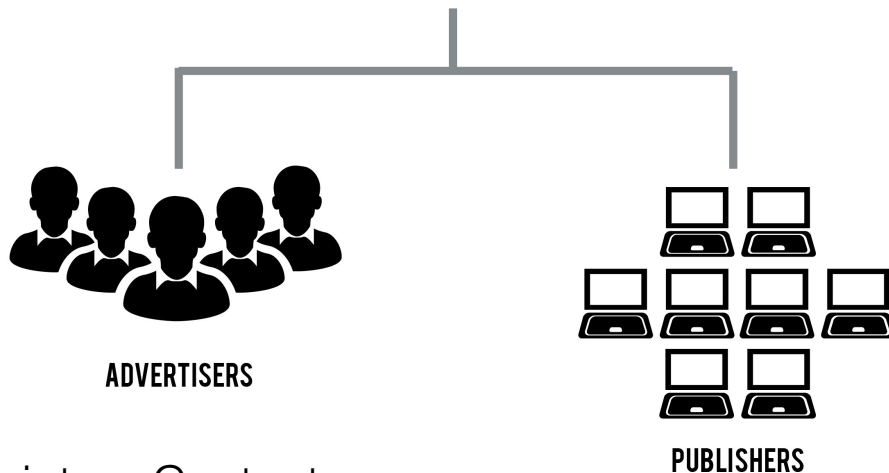


TRUST\$





Let Medula's advertising technology eliminate the headaches and make media buying easy.



- Proprietary Content
- Superior brand safe inventory for the U.S Hispanic and Latin America markets
- Wide range of channels in one easy to use platform



OUT OF THE BOX

METEGOL

An Animated Soccer Film For All Ages

- PC Games
- Mobile Game
- Web Game
- Pre-Roll & Post Roll





OUT OF THE BOX

MUNDO GATURRO

A virtual world where children can interact as Gaturro's (cats).

- Publishing
- Products
- Promotions
 - T.V
- Web Tools/Games
 - Social Media
- Marketing Promotions





Motivate, connect and inspire your audience in a unique way via video advertisement

Video Ad Capabilities

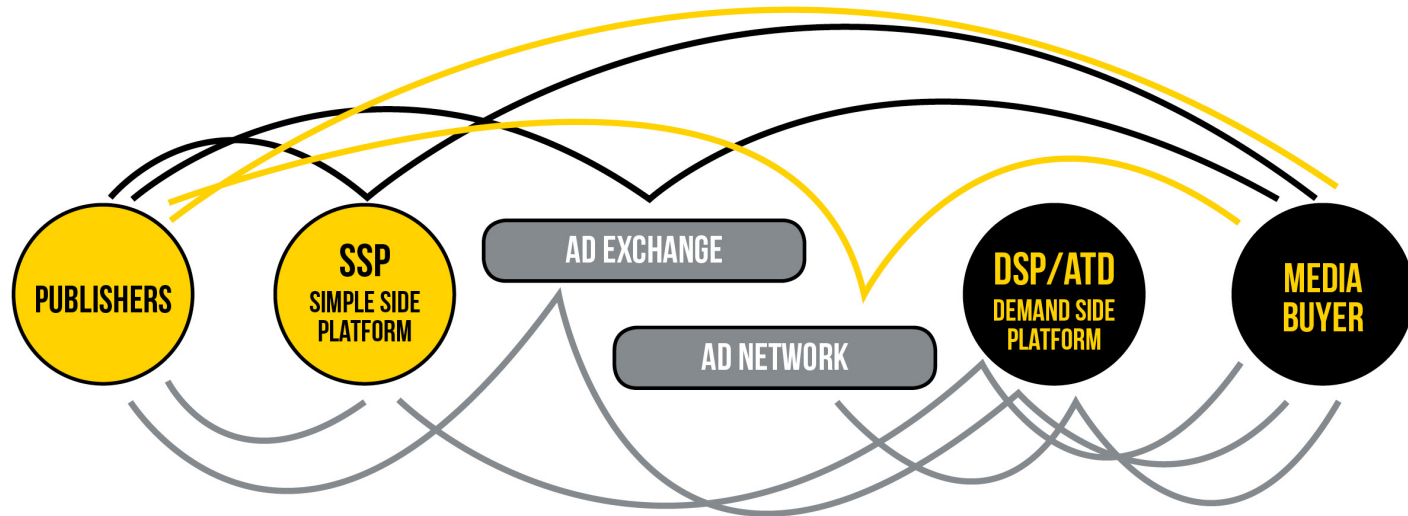
- INSTREAM VIDEO (With Content)
- IN-BANNER (With Content)
- IN-BANNER (No Content)
- RICH MEDIA (No Content)





A real-time auction through which online media is bought and sold

- Upfront Buy
- Upfront Impression Level Buy
- Real Time Bidding



Publisher: The owner of the website on which the ad will appear.

Supply-side Platform (SSP): A technology platform publishers use to organize and monetize site as inventory for sale via RTB. Publishers might use an SSP to create their own private ad exchange.

Ad Exchange: A brokerage where inventory sources (publishers, SSPs, Ad networks, exchanges) sell impressions and media buyers purchase them.

Ad Network: An inventory source organized by audience, content or contextual theme or inventory type (e.g., video, mobile) Allows for both buying and selling of Ad inventory.

Demand-Side Platform (DSP): A technology platform used by media buyers to manage impression-level display ad buys across other inventory providers (e.g., exchanges ad networks, SSPs). Agency trading desks are white-labeled DSPs used to manage display ad buys



A real-time auction
through which online
media is bought and sold

MORE	LESS
INSIGHT	ERRORS
SPEED	COST
EFFICIENCY	TIME



Get social with your online advertisements

- Content Creation
- Analytics
- Engagement matrix

Facebook Like Ads

Gaining LIKES just got simpler!

The Like ad is a special version of the Like Button. It allows the promotion of company pages and embeds a simple feed of content from a Page into other websites.

Find us on Facebook

 [Like](#) You like this.


 Hispanics lets get social! 12% of Hispanics use Social Networks vs. 10% of the general market. Are you socializing with the Hispanic Market?



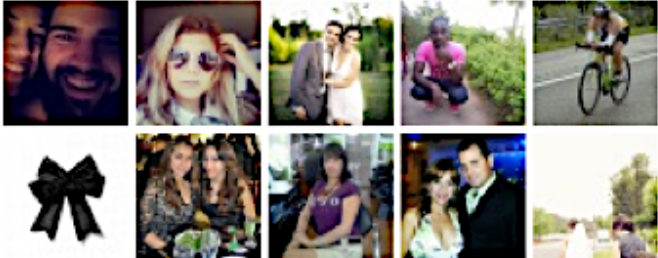
22 People Reached




Find us on Facebook

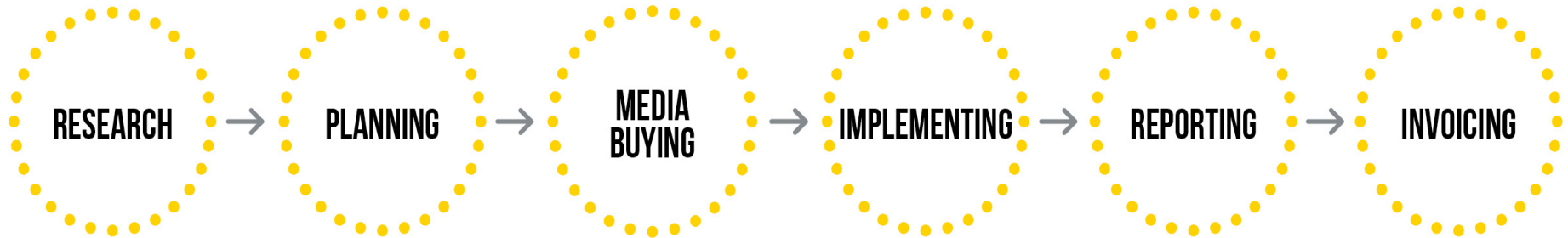
 [mujereslatam.com](#) [Like](#)

15 people like [mujereslatam.com](#).



 Facebook social plugin

LATAM MARKET



360° Turn Key Solutions


IO Consolidations


Media Contacts & Best Pricing

Results


RESEARCH


We do all of the research so that you don't have to. With a combination of measurement tools and industry know how we filter and consolidate all of the information that is needed for a successful start of any campaign.


 **comSCORE**: Measures what people do as they navigate the digital world

 **ahaa** : Measures Hispanic market Investment trends
the voice of hispanic marketing

 **iab**. : Interactive Advertising Bureau market measurement guidelines & creative standards

 **nielsen IBOPE**: Consumer studies that give you complete view of trends and habits worldwide.

 **Ad Age** Research White Papers Hispanic Fact Pack, insights How Hispanic Identity Influence Millennial, etc.

 **FORRESTER** White Papers, Media Report, Forecast

 **PORTADA** Advertising and Media Report, Data base etc.

 **inma** Analyze news media strategies information
Sharing ideas. Inspiring change.

PLANNING

With media objectives and message distribution in mind our media planning efforts provide you with the best choices to accomplish all marketing objectives for your campaign.

Online

Best Value Pricing through
our Proprietary Media

Better Targeting

Offline

Nationalization of
Commercials

Ad Adjustments (when
Necessary)

Ad Revisions

***Media
recommendation***

***Budget
Optimization***

Media Buying

With proprietary ownership attaining premium media real estate with optimal placements that are cost effective is a breeze.

Premium transparent
inventory and placements

Pan Regional
Negotiations

Unsurpassed Media
Relationship

IMPLEMENTATION

Send us your creative and we'll take care of the rest. We'll make sure your campaign is reviewed, implemented, and optimized to its full potential through functionality testing.



- **e-planning**: Online ad campaign management tool

- **double**
• **click dart for publishers**: Digital ad operations

REPORTING

An easy to read itemized report containing a full analysis of the entire campaign process.

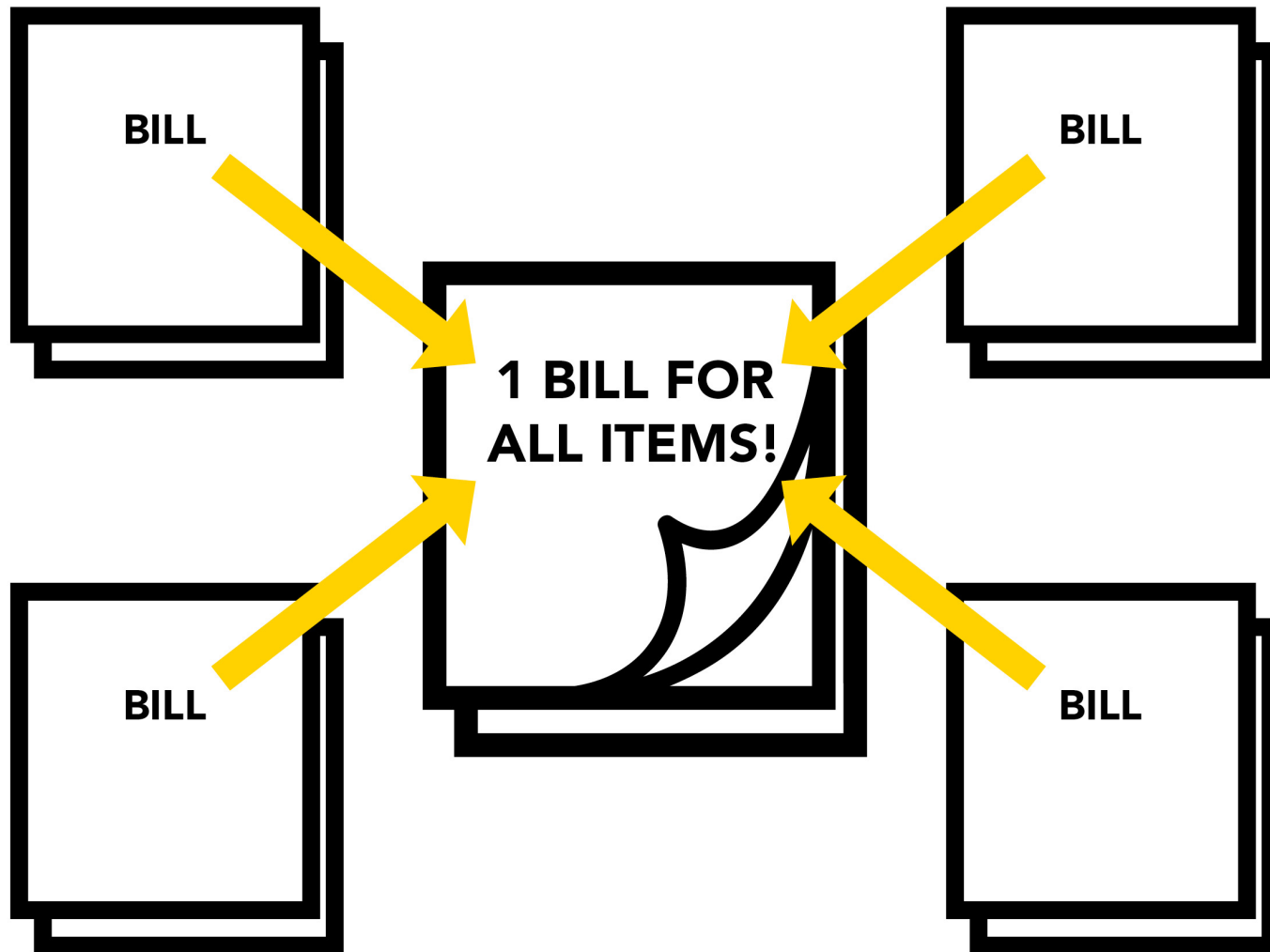
Online

-  **DoubleVerify**: Online media verification and compliance
Trust in Advertising
-  **doubleclick**: Digital ad operations
click dart for publishers

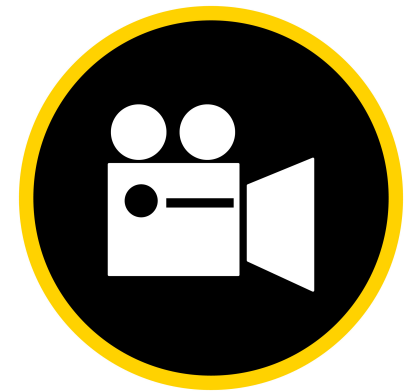
Offline

- Voucher Confirmation sent within 48 hours
- Video Confirmation Voucher sent Next Day!

INVOICING



LATAM CASE STUDIES



Client: Internet Streaming service for Movie's and TV shows

During the second quarter of 2013, Medula networks engaged with an online subscription service for movie and TV programs to promote a free month membership media campaign in Latin America with the objective of convert a free trial in a steady membership in the region.

Goals of campaign:

Under a free month membership campaign, a large online media initiative was implemented in the most important Spanish speaking markets in Latam including Mexico, Argentina, and Colombia as first phase. After reaching a very positive conversion, a second phase was implemented in secondary markets including, Guatemala, Costa Rica, El Salvador, Ecuador and Chile.

Implemented Strategy:

- Discounted network rates \$0.60 to 0.95 CPM across region.
- Content development and distribution.
- 3 month initiative plan implementation
- DMA targeted campaign
- Standard formats implemented with a creative rotation based in each country's audience TV taste.

Results:

35% increase in brand recognition thru selected markets. 29% increase in conversion as result of campaign in users signing for a “free month trial membership” campaign in Latam.

LATAM CASE STUDIES



Client: Leading US Airline

Goals of campaign

Promote travel destinations in Latin America Pan-regionally, increase sales, obtain ROI with a conservative budget

Implemented Strategy:

- Total impressions delivered: 4,281,406
- Total recorded clicks: 3,724
- CTR: 0.07%
- Best performance day: Dec 30, 2012
- CTR: 0.16%
- Impressions delivered until Dec 10: 1,017,876

Results:

Not only did the client obtain ROI, but they received \$26 per every \$1 they invested, that's equivalent to 2,600% ROI

LATAM CASE STUDIES



Client: Women's Personal Care/Health

Goals of campaign

Provide a high SOV content solution with multiple formats that would engage users with well known women's personal care brand.

Implemented Strategy:

Utilized a major portal that indexed high with women 16-45 via comscore and arranged multiple high impact placements including video, branded channels, advertorials and microsites within health and women's sections

Results:

Increased traffic throughout the campaign to the portal, high CTR's throughout the campaign and steady traffic growth to the micro sites and branded sub channels and not to mention increased user and brand interaction (via user "time spent")



MEDULA

MEDios Unidos LATinoamericanos

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MEDULA.NET

