

# OSiK MEDIa

## Hispanic Total Coverage - Cobertura Total

### Hispanic Marketing FACTS:

- Hispanics are the fastest growing population segment in the U.S., to become the largest minority
- One of every 5 babies born in the U.S. is Hispanic
- The U.S. has the fifth largest Hispanic Population in the world
- U.S. Hispanic Buying Market is estimated at over \$700 Billion dollars/year
- Hispanic Buying Power in California is over \$200 Billion dollars/year-26 Billion diverts to Mexico
- California is the 7th biggest economy in the world

**OSiK MEDIa OFFERS YOU  
"LA COMBINACION PERFECTA"  
as the best tool to reach Hispanics**

### National Coverage Hispanic Retail 1-Sheet Posters:

- 1-sheet posters penetrate neighborhoods where other forms of out-of-home can't reach
- OSiK MEDIa now has over 100,000 locations in 39 states
- We provide coverage in areas where your audience lives and shops, determined and placed by zip code
- 1-sheet's can target any demographic, age or ethnic group; nationally, regionally, or in a single market
- We have created targeted 1-sheet programs for hundreds of Hispanic clients.
- We subscribe to Claritas to provide accurate Census information and update our demographic data annually
- We cover your target audience with 1-sheet convenience store advertising posters where you need them, when you want them, and remove all copy promptly at the end of your program.



### San Diego/Tijuana Border Hispanic Spectaculars:

- Advertise at the busiest border crossing in the world;  
**The San Diego/Tijuana Border**
- San Diego has the most affluent per household income of any Hispanic Market in the US
- San Diego is the 3rd Largest \*Hispanic Market after Los Angeles and New York  
\*US Market Ranking (Population) - 2,520,835 Total San Diego-Tijuana Hispanic Population
- The San Diego-Tijuana border is the busiest in the world: 56.3 million border crossings in 2009



### Hispanic Mobile Billboards:

- Mobile Billboards demand attention and generate high brand awareness
- Mobile Billboards function as rolling billboards
- Our Displays penetrate every part of the Hispanic market and deliver high profile exposure that generates quick recall and brand awareness in a pre-designed area to reach your buying group.

**Where you want it, When you want it.**

