

# HISPANICIZE WIRE

## 2013 Services Overview

[www.hispanicizewire.com](http://www.hispanicizewire.com)

# Who We Are



Hispanicize Wire offers comprehensive national, state and city-specific distributions to U.S. Hispanic media and bloggers

Hispanicize Wire offers budget-friendly multimedia capabilities and online guaranteed placements priced at a fraction of what traditional wire services cost

Hispanicize Wire is part of the Hispanicize brand of companies that include; the annual Hispanicize 2014 event, Hispanicize digital, the Latina Mom Bloggers network, the Hispanic PR Blog, Being Latino and DigiBunch

Hispanicize Wire is 100-percent Latino owned and operated

**SEO • DISTRIBUTION • PR • MARKETING • SOCIAL**

# Hispanicize Wire Advantage



- ✓ Full-Scale Multimedia Platform with Every Release
- ✓ Comprehensive Targeted Distribution to Hispanic Media
- ✓ SEO-enhanced and Socially Savvy Release
- ✓ Online Guaranteed Placements
- ✓ Low Cost, Flat-Rate Pricing and ZERO Overage Costs
- ✓ Unmatched Hispanic Media and PR Expertise

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# Why Multimedia Matters



- SEO-friendly
  - Web pages with multimedia content do well in search engine rankings
    - [HispanicizeWire.com](http://HispanicizeWire.com) allows you to publish multimedia content with every release distribution – at a very low cost
- Increased pick-up by media
  - Research shows telling a story using multimedia content increases your likelihood of media pick-up
    - [HispanicizeWire](http://HispanicizeWire.com) allows you to distribute multimedia content to media with every distribution – at a very low cost

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# Multimedia Web Release

**Featured Image**  
highlights your featured image and visually enhances the appearance of your release

**Social Sharing**  
allows consumers/media to share release to social networks

**Interactive Thumbnails**  
allows consumers/media to view embedded photos or videos

**Quote Box**  
highlight important quote or idea from your announcement

**URLs & Anchor Text**  
make releases more SEO-friendly with URLs and Anchor Text

**CONTACT**  
Jesse Masciarelli  
Mobile: (512) 981-8819

**CONNECT WITH US**  
Facebook, Twitter, LinkedIn, YouTube

**MEDIA ASSETS**  
CLICK TO DOWNLOAD  
PDF, Print

**ODD CITY ENTERTAINMENT**  
HOME STORE ABOUT FAQS

**PACIFIC RIM - GABZ - 07/02/2013**  
The first print in the Odd City print series with this incredible piece by Graegorz C himself on being part of the series and opportunity to work on something this big, I had worked on movies with pie limited to the first teaser trailer that can instead of putting him in 'home type' inspired by World War II propaganda humanity. To better show the scale of I pleased with the outcome and, particu apocalyptic cinema posters."

**"the giant robot symbolizes the last stand of humanity"**

**Release and Purchase Information:**  
The Odd City screen prints will be randomly released beginning on Tuesday, July 2nd, and lasting through Thursday, July 11th. Gabz's piece will be the first to be made available for purchase via the Odd City web store: <http://www.oddcitystore.com>  
Follow us on twitter @OddCityNews for continued updates regarding announcement information and drop dates of the artist's prints in our Pacific Rim series.

**About Gabz**  
Gabz graduated from the Academy of Fine Arts in Poznań, Poland with a Masters Degree in Graphic Arts and Drawing. His creative process has evolved from a desire to make his work more broadly appealing and optimistic. Each piece he produces captivates and brings to the subject from which he drew inspiration, a unique illustrative story.  
For more information on this artist, visit: <http://www.iamgabz.com>  
Press inquiries and questions, please contact Jessica at [press@oddcityentertainment.com](mailto:press@oddcityentertainment.com)  
Gabz - Pacific Rim limited edition screen print  
Size: 24x36"  
Colors: Regular - 6 Colors w/2 metallic inks / Variant - 6 colors w/3 metallic inks  
Printed by: DL Screenprinting  
Run Size: Regular - 225 / Variant - 80 / Variant - Metal - 55  
Pricing: Regular - \$55 / Variant - \$75 / Variant - Metal \$275

**Contact Pane**  
displays media contact information

**Social Bookmarks**  
allows consumers/media to connect with you socially

**Media Assets Pane**  
allows media/consumers to view and download all high-resolution logos, photos, infographics, PDFs, biographies, presentations, flyers, brochures, etc.

**Live Website Preview**  
allows media/consumers to interact with your website

**HISPANICIZE  
WIRE**

# Guaranteed Placement of Your Story

your story appears on news sites, blogs and industry trade sites – GUARANTEED!

**CONTACT**  
 Jess Mascarelli  
 Mobile: (512) 981-8819

**CONNECT WITH US**

**MEDIA ASSETS**

**CLICK TO DOWNLOAD**

**PDF**

**Odd City Entertainment Announces Availability of Pacific Rim Limited Edition Screen Prints**

June 27th, 2013

AUSTIN – June 27, 2013 – @HISPANICIZE WIRE) – Odd City Entertainment is excited to announce, in partnership with Warner Bros. Pictures and Legendary Pictures, a series of limited edition screen prints from varying talented artists (Gabz, Todd Slater, NE, Gordon Jones and Graham Erwin) all inspired by Oscar®-nominated director Guillermo del Toro's EPIC new movie, Pacific Rim. When looking for artists to approach this soon to be classic sci-fi flick, Odd City Founder, Roman Morales, quickly zeroed in on the perfect fit that could bring the director's vision to screen printed first in this series to release his print upon unscript Gabz expressed his enthusiasm about working on this project. "This is actually the first time I had an opportunity to work on something this big, so I was both excited and slightly overwhelmed at the beginning. Until now, I had worked on movies with plenty of references to be found on the internet. In this case, I was mainly limited to the teaser trailer that came out pretty mind boggling (by the way, I focused on Upsy Danger, but instead of putting him in some type of massive sea battle, which was quite tempting, I envisioned something where the giant robot symbolizes the last stand of added a glimpse of the giant Kaiju hidden in the with my version of the poster title, clearly inspire Roman, who worked closely with Gabz and the beautiful work of art," "From the moment we do done a piece for us that we had yet to release is the big picture, no just intended. From just a de was already stirring all of our film geek sensibilities. Please see below for release information, print visit: <http://www.oddcityentertainment.com>

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For more information on this artist, visit: <http://www.iangabz.com>

Press inquiries and questions, please contact Jessica at [press@oddcityentertainment.com](mailto:press@oddcityentertainment.com)

Gabz – Pacific Rim limited edition screen print  
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 Colors: Regular – 6 Colors w/2 metallic inks / Variant – 6 colors w/3 metallic inks  
 Printed by: DL Screenprinting  
 Run Size: Regular – 225 / Variant – 80 / Variant – Metal – 55  
 Pricing: Regular – \$55 / Variant – \$75 / Variant – Metal \$275

news sites



**INFRAGANTIMAGAZINE.COM**

**Odd City Entertainment Announces Availability of Pacific Rim Limited Edition Screen Prints**

Post a job in 3 Easy Steps with FargatePost

Give Us Your Opinion

blogs



**PAPIBLOGGER**

**Odd City Entertainment Announces Pacific Rim Limited Edition Screen Prints**

Join us on Facebook

industry trade sites



**hispanicPRblog**

**Odd City Entertainment Announces Availability of Pacific Rim Limited Edition Screen Prints**

SOCIAL MEDIA BLOG

**HISPANICIZE WIRE**

# Multimedia Web + Wire Distribution

increase visibility by adding a wire distribution



## Comprehensive distribution to media

- US Hispanic media subscribed to receive our news and count on us every day for content (no spam emails to media)
- Reach all types of media: Blogs, Freelance, Print, Radio, TV, Web, and Wire
- Email-based distribution means your news is sent directly to journalists and decision makers, not gatekeepers
- Distribution in English and Spanish
- Media Advisory distributions available

## Industry-targeted distribution

- News categories include; Arts & Culture, Automotive, Business & Finance, Education, Entertainment, Family & Living, Fashion & Beauty, Food & Beverage, General News, Health, Human Interest, Immigration, Internet & Technology, Marketing/Social Media, Public Affairs/Government, Sports & Recreation and Travel & Tourism

## Geo-targeted distribution

- Choose to distribute your release
  - to any Metropolitan City
  - to any US State
  - to the Top 300 US Hispanic Media
  - Nationally (includes entire US and Puerto Rico)

## Multimedia Web Distribution

- Every Wire Distribution includes Multimedia Web Posting
- Every Wire Distribution includes guaranteed placement of story on top US Hispanic news sites
- Every Wire Distribution includes Multimedia Web posting in English and Spanish on [hispanicizewire.com](http://hispanicizewire.com)

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# Get Social! (add-on)



Increase visibility – distribute to social networks



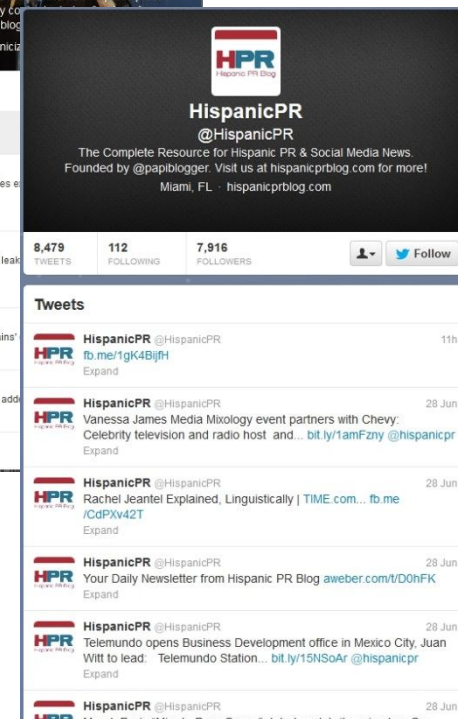
@HispanicPR +8,000 followers and growing!



@HispanicizeWire



Hispanicize Wire FB page



# Featured Story (add-on)

Main Story Featured  
increase visibility by showcasing story on  
[hispanicizewire.com](http://hispanicizewire.com) home page

Secondary Story Featured  
increase visibility by  
showcasing story on  
[hispanicizewire.com](http://hispanicizewire.com) home  
page

The screenshot displays the homepage of Hispanicize Wire. At the top left is the logo "HISPANICIZE WIRE" with the tagline "HISPANIC PRESS RELEASES. REDEFINED." Below the logo is a search bar and a vertical navigation menu with categories such as ARTS & CULTURE, AUTOMOTIVE, BUSINESS & FINANCE, EDUCATION, ENTERTAINMENT, FAMILY & LIVING, FASHION & BEAUTY, FOOD & BEVERAGE, GENERAL NEWS, HEALTH, HUMAN INTEREST, IMMIGRATION, INTERNET & TECHNOLOGY, and MARKETING/ SOCIAL MEDIA. The top navigation bar includes links for HOME, WHY HISPANICIZE WIRE, PRICING, FOR JOURNALISTS, ABOUT, CONTACT, and a button for CREATE FREE ACCOUNT, along with language options for ENGLISH and ESPAÑOL. The "FEATURED STORIES" section is highlighted with a blue bar. The main featured story is "Odd City Entertainment Announces Availability [...]" with a large image of a Pacific Rim mecha. To its right are two smaller featured stories: "Sunshine State Health Reform Advisors Kicks Off Community [...]" and "Latin Mixx Conference and DJ Choice Awards Announces [...]". At the bottom right, there is a social media section titled "STAY WIRED. CONNECT WITH US." showing the Hispanicize Wire Facebook page with a "Like" button and a notification that 86 people like the page.



# Multimedia Web Distributions

	MULTIMEDIA BASIC	MULTIMEDIA PLUS	MULTIMEDIA PREMIUM
	\$ 99	\$ 199	\$ 299
	GET STARTED	GET STARTED	GET STARTED
<b>DISTRIBUTION FEATURES</b>			
Make your news findable by search and news engines (Google, Bing, Yahoo!)	✓	✓	✓
Posting of Spanish-language or English-language release to HispanicizeWire.com	✓	✓	✓
Unlimited Words (No Costly Press Release Wire Overages)	✓	✓	✓
Live Web site Previews)	✓	✓	✓
Logo posting on HispanicizeWire.com	✓	✓	✓
Industry News Feeds	✓	✓	✓
Social Bookmarks	✓	✓	✓
Keyword Anchor Text Links	✓	✓	✓
Same Day Distribution	Add \$39	✓	✓
Posting of release in second language	Add \$29	✓	✓
Placement on Top US Hispanic Websites	✗	✓	✓
Quote Box	✗	✓	✓
File Attachments	✗	1 Photo + 1 PDF	Up to 5 Multimedia Assets (Photos and/or PDFs)
Embedded YouTube video	✗	✗	✓
Posting to @HispanicizeWire, @HispanicPR and Facebook platforms	✗	Add \$49	Add \$49
	GET STARTED	GET STARTED	GET STARTED



# Multimedia Web + Wire Distributions

	METRO WIRE DISTRIBUTION	STATE WIRE DISTRIBUTION	TOP 300 DISTRIBUTION	NATIONAL DISTRIBUTION
	- MULTIMEDIA BASIC	- MULTIMEDIA BASIC	+ MULTIMEDIA PLUS	+ MULTIMEDIA PREMIUM
	<b>\$159</b>	<b>\$259</b>	<b>\$359</b>	<b>\$499</b>
	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>
<b>DISTRIBUTION FEATURES</b>				
Scope of Wire Distribution by location	Choose Any US metro city	Choose Any US State or Puerto Rico	Top 300 US Hispanic Media	All US Hispanic media (includes Puerto Rico)
Type of Media Reach	Blog, Print, Radio, TV, Web, Wire and Freelance	Blog, Print, Radio, TV, Web, Wire and Freelance	Blog, Print, Radio, TV, Web, Wire and Freelance	Blog, Print, Radio, TV, Web, Wire and Freelance
Included Multimedia Web Distribution	Multimedia Basic +Multimedia Plus \$99 +Multimedia Premium \$199	Multimedia Basic +Multimedia Plus \$99 +Multimedia Premium \$199	Multimedia Plus +Multimedia Premium \$99	Multimedia Premium
Unlimited Words (No Costly Press Release Word Overages!)	✓	✓	✓	✓
Placement on Top US Hispanic News Web Sites	✓	✓	✓	✓
Targeted Release Distribution includes 2 news categories	✓	✓	✓	✓
Distribution to Media in Both Languages	✓	✓	✓	✓
Posting to HispanicizeWire.com in Both Languages	✓	✓	✓	✓
	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>



# Sister Companies



- **Hispanicize Event (<http://hispanicizeevent.com>)**
  - Hispanicize 2014 is the iconic annual event for Latino trendsetters and newsmakers in social media, journalism, marketing, film, music and innovation - See Hispanicize 2013 recap video at <http://bit.ly/Hispz13Recap>
- **Hispanicize digital (<http://hispanicize.com>)**
  - Hispanicize is the complete resource for Hispanic social media marketers and Latino bloggers. Hispanicize regularly features in-depth industry news, webinar trainings, technology guides, online forums and a comprehensive directory and networking service for brands and Latina/o bloggers.
- **Hispanic PR Blog (<http://hispanicprblog.com>)**
  - Nation's leading Hispanic marketing trade media outlet focused on public relations, public affairs and social media marketing
- **Latin Mom Bloggers (<http://latinamombloggers.com>)**
  - Latina Mom Bloggers features the industry's most comprehensive marketing services targeting Latina moms, the most sought after purchase decision-makers in the fast growing \$1 trillion Hispanic market
- **Being Latino (<http://www.beinglatino.com>)**
  - Being Latino is a community and communications platform designed to educate, entertain and connect all people across the global Latino spectrum.

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1-855-**GO-HISPANICIZE** (464-4772)

or

[info@hispanicizewire.com](mailto:info@hispanicizewire.com)

[www.hispanicizewire.com](http://www.hispanicizewire.com)