



Exclusive Hispanic Chamber of Commerce Member Benefit

2026 Telemundo St. Louis Advertising Package

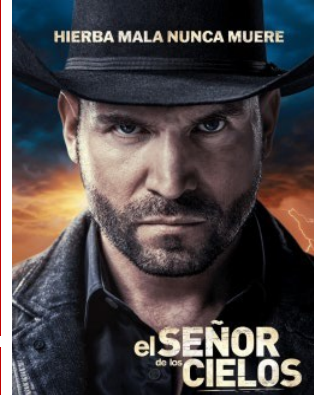


Why Telemundo?

1

Unlock Hispanic Reach

- 4 out of 10 Hispanics don't watch ELTV
- Uniquely reach and engage with Hispanic 200%ers



2

Culturally Relevant & Quality Content

- Action-packed Super Series
- Premier Live Events Delivering on Passion Points
- Award-winning News



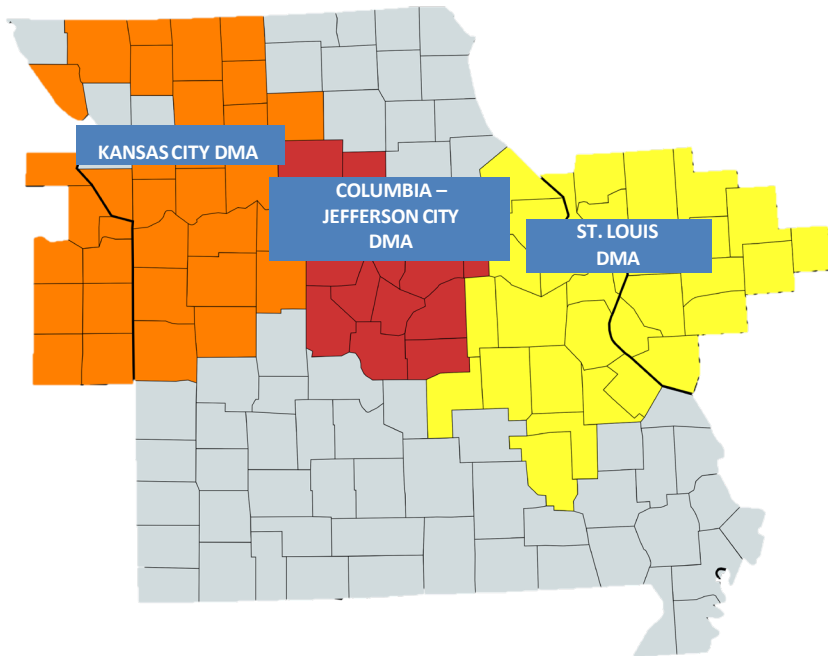
3

Ads Deliver Impact

- Telemundo out delivers EL broadcast in ad memorability, brand memorability, message memorability and likeability among Hispanic A18-49 and Bilingual Hispanics A18-49



NOW REACHING VIEWERS IN THREE MISSOURI DMA'S



HD COVERAGE OTA
IN DMA



CH 14.1 HD | CH 45.1 HD
ST. LOUIS

SATELLITE TV IN
DMA



CABLE PROVIDER
IN DMA



AVAILABLE STREAMING PLATFORMS
IN ST. LOUIS



Social Media





“BIENVENIDO A CASA”



Telemundo St. Louis welcomes first-time advertisers and members of the Hispanic Chamber of Commerce of Metro St. Louis to home with an exclusive members-only advertising package.

Be Seen by St. Louis' Hispanic Community

Exclusive TV advertising on Telemundo St. Louis, the first and only Spanish-language station—reaching thousands of households daily.

OPTION #1 – (3-month commitment)

Market Value: \$5,200 per month

- **TV Commercial Production - 1x Per Campaign**

- :30 TV Commercial Production

- **TV Targeted Commercial Schedule –**

- 21x :30sec commercials every week /
13 weeks on WXSL-TV / 273x Total Spots

Days	Times	Programming	Spots Per Week*
M-F	6am-10am	Morning: Un Nuevo Día	5
M-F	10am-5pm	Daytime/Early Fringe	5
Su	6pm-10pm	Sunday Primetime ROS	1
M-Su	6am-11pm	ROS	10

Total Monthly Investment

HCCSTL Member Rate: \$1,500 per month

Advertiser Name

Signature

Date

It is the policy of this station to prohibit discrimination against any person or entity on the basis of race, gender, or ethnicity in connection with the sale of advertising.



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OPTION #2– (6-month commitment)

Market Value: \$5,000 per month

- **TV Commercial Production - 1x Per Campaign**
 - :30 TV Commercial Production
- **TV Targeted Commercial Schedule –**
 - 21x :30sec commercials every week /
26 weeks on WXSL-TV / 546x Total Spots
- **@TelemundoSTL Social Media (Facebook, Twitter, Instagram) –**
 - 2x min social media posts per contract term
- **Web Banner on TelemundoSTL.com –**
 - 10% Minimum SOV - (Web Banners specifications: 300x250 y 728x90)

Days	Times	Programming	Spots Per Week*
M-F	6am-10am	Morning: Un Nuevo Día	5
M-F	10am-5pm	Daytime/Early Fringe	4
M-F	6pm-10pm	Primetime ROS	4
Su	6pm-10pm	Sunday Primetime ROS	1
M-Su	6am-11pm	ROS	7

Total Monthly Investment

HCCSTL Member Rate: \$1,500 per month

Advertiser Name

Signature

Date

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TELEMUNDO
ST. LOUIS

¡GRACIAS!

Angel Recci

Market Manager

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