



AT THE HEART OF THE HISPANIC COMMUNITY

www.norsanmultimedia.com
4801 E. Independence Blvd. Suite 815
Charlotte, NC 28212.

Greensboro - Winston - Salem- High Point, NC

Name: La Raza 98.3 FM
Format: Regional Mexican
WIST 98.3 FM



The only Spanish format FM in the Triad, NC. La Raza 98.3 FM brings the most well known Hispanic radio personality in the country, "Piolin" to the Triad for the first time ever.

The station airs a Regional Mexican format presenting a blend of top Mexican Bandas plus recognized singers such as Lupillo Rivera, Horoscopos de Durango, Los Tigres del Norte, Bronco, among others.

At night La Raza 98.3 FM brings back memories with artists such as Vicente Fernández, Bukis, Temerarios and many more. In addition, La Raza 98.3 FM features local community events, news, traffic and weather reports.

Target Audience:
WIST 98.3 FM La Raza targets Hispanic-Americans of Mexican and Central American origin from 18-49 years old.

Pepe 790 AM
Format: Spanish Oldies Music



PEPE brings an alternative to the audience in the Charlotte area by showcasing Spanish oldies music artists such as Bronco, Bukis, Camilo Sesto, Jose Jose, Selina, Joan Sebastian, Ana Gabriel, and Temerarios. PEPE is affiliated to FTB, Fútbol de Primera the official station for the Mexican national team's soccer games. The station also includes 2 hours of community talk shows featuring local community not for profit organizations and government entities

Target Audience:
PEPE targets Hispanic-Americans of Mexican, Central American, and South American origin and the bilingual Anglo community that enjoys this format, ages ranging from 25-54 years old.



Jacksonville, FL

Name: La Raza 1570 / 970 AM
Format: Regional Mexican

WVOJ 1570 AM
WNNR 970AM



Our La Raza Network in North Florida simulcasts on WVOJ 1570AM, WNNR 970AM, and targets the Hispanic audience, 24 hours a day, 7 days a week. La Raza covers areas such as Jacksonville, St. Augustine, Lakeside in Florida as well as Brunswick and Savannah in Georgia. Piolin por La Mañana is our featured star as well as local popular on air personalities.

Target Audience:
Norsan's North Florida La Raza Network targets Hispanic-Americans of Mexican and Central American origin from 18 – 49 years old.

Name: Latina 1160 AM
Format: Pop/Tropical Spanish
WEWC 1160 AM



Latina 1160 AM brings refreshing Latin Pop/Tropical Music to its audience as an alternative to Mexican Regional formats. Tropical hits and popular up beat rhythms such as regaeton, merengue, salsa, and bachata are also present in our play list. The station features artists such as Shakira, Juanes, Enrique Iglesias, Marc Anthony, Pit Bull, among others.

Knoxville, TN

Name: La Raza 1340 AM
Format: Regional Mexican

WKGN 1340 AM



La Raza 1340 AM airs a Regional Mexican format presenting a blend of top Mexican bandas plus recognized singers such as Lupillo Rivera, Horoscopos de Durango and Los Tigres del Norte. At night, the station brings back memories with artists such as Bronco, Bukis, Temerarios, and many more. News, traffic reports and weather are featured hourly.

Target Audience:
WKGN 1340 AM La Raza targets Hispanic-Americans of Mexican and Central American origin from 18-49 years old.



AT THE HEART OF THE HISPANIC COMMUNITY



Radio



Newspaper



Mobile Text



Internet



Events



Out of Home Advertising



Radio



Charlotte, NC

La Raza 106.1 FM
Format: Regional Mexican

WOLS 106.1FM

La Raza features "Piolin por la Mañana", the number one show in the Nation. With a Regional Mexican format presenting a blend of top Mexican Bandas plus recognized singers such as Lupillo Rivera, Horoscopos de Durango, Los Tigres del Norte and Bronco.

At night the station bring back memories with artists such as Javier Solis, Antonio Aguilar, Jorge Negrete, Pepe Aguilar and Flor Silvestre. Plus news, traffic reports and weather featured hourly.



Target Audience:

WOLS 106.1FM La Raza targets Hispanic-Americans of Mexican and Central American origin from 18-49 years old.

Latina 102.3 FM

Format: Pop/Tropical Spanish

WGSP 102.3 FM

Latina 102.3 FM brings refreshing Latin Pop/Tropical Music to it's audience as an alternative to Mexican Regional formats. Tropical hits and popular up beat rhythms such as regaeton, merengue, salsa, and bachata are also present in our play list. The station features artists such as Shakira, Juanes, Enrique Iglesias, Marc Anthony, Pitbull among others.



Target Audience:

WGSP 102.3 FM Latina targets Hispanic-Americans of Central, South American and Caribbean origin and the bilingual Anglo community that enjoy this format, ages ranging from 18-45 years old.



Radio



Pepe 1310AM / 1060AM
Format: Spanish Oldies Music

PEPE brings an alternative to the audience in the Charlotte area by showcasing Spanish oldies music artists such as Bronco, Bukis, Camilo Sesto, Jose Jose, Selina, Joan Sebastian, Ana Gabriel, and Temerarios. PEPE Is affiliated to FTB, Fútbol de Primera the official station for the Mexican national team's soccer games. The station also includes 2 hours of community talk shows featuring local community not for profit organizations and government entities



Target Audience:

PEPE targets Hispanic-Americans of Mexican, Central American, and South American origin and the bilingual Anglo community that enjoys this format, ages ranging from 25-54 years old.

Columbia, SC

La Raza WCEO 840 AM
Format: Regional Mexican



La Raza WCEO 840 AM features Piloín por La Mañana as well as a blend of favorite Regional Mexican bands. WCEO 840 AM is the only Spanish radio station in Columbia, SC. It's 50,000 watt signal reaches over 65% of the state. Our programming includes local on-air personalities such as "Zuly" and "El Chango", known for their high energy shows. Listeners' requests and greetings are frequent along with entertainment tips, news and sports every hour.

Target Audience:

WCEO 840 AM La Raza targets Hispanic-Americans of Mexican and Central American origin from 18 – 49 years old.



Newspaper



HOLA NOTICIAS is now distributing in Greensboro NC as well as Jacksonville, FL.

HOLA NOTICIAS IS THE PREMIERE HISPANIC PUBLICATION WITH 100% RADIO SUPPORT

The Carolinas' Hispanic community turns to **HOLA NOTICIAS** as the new Spanish publication reaching the area's Latino population. **HOLA NOTICIAS**, provider of Hispanic news and information for the past six years in Jacksonville, FL., has become the number one Hispanic publication in the Southeast.



HOLA NOTICIAS features compelling editorial content presented in a large format newspaper with magazine-quality design, delivering local, national and international news to the Hispanic community in their native language. In addition, the newspaper has an exclusive partnerships with local TV affiliates. These partnerships deliver topical, comprehensive news coverage of the local community.

HOLA NOTICIAS distributes 20,000 full color copies in the Charlotte area and a separate edition with 15,000 color copies in the Triad (Greensboro, W/S, High Point NC) Breaking news, current headlines and updates are also available to our readers through our web site, www.holanoticias.com HOLA NOTICIAS in Jacksonville, FL distributes 10,000 copies in more than 200 locations in the counties of Duval, Clay, St. Johns, Nassau, and Flagler.



Interactive Media

Norsan Multimedia

Websites Provide a Full Interactive Experience for our Listeners and Sponsors.

www.latina1023.com • www.larazalaraza.com
www.holanoticias.com • www.pepecharlotte.com
www.descubrecharlotte.com

Also we feature

- Social Media – Facebook /Twitter
- Mobile Text Campaigns
- Database Marketing – Email blasts/ Lead capture



Events

Norsan Multimedia

organizes a variety of concerts, festivals, and family events throughout the year.

Premier events include our ongoing "El Grito" Mexican Independence Festival Day Celebration. Expected attendance for each family event is 20,000 + people. All of our events are terrific opportunities for sponsorship and product sampling. Your company's participation can open the door to a new multicultural and multi-ethnic market.



Outdoor Advertising



Join Norsan Multimedia out in the community
•Two billboard trucks •Two Hummers •Four Vans