

You Are Invited...

TEXAS HISPANIC UPFRONT

Thursday, June 5, 2008

San Antonio, Texas

Dear Media Colleague:

You are one of the select few media companies invited to participate in the Texas Hispanic Upfront on June 5, 2008 in San Antonio. The Upfront will feature a Media Expo and buffet dinner from 5:30 to 7:00 p.m., followed by multimedia presentations and live entertainment from 7:00 to 10:30 p.m. Proceeds will benefit student internship and scholarship recipients.

Participation Categories & Levels

Please indicate your commitment to participate, and return this by fax or email to hold your space. Participation is on a first-come, first serve basis, with limited space, and pricing may increase after April 30, 2008. Payment is due by May 15, 2008.

- Spanish-language broadcast TV networks with local and regional affiliates — 4 available networks
6' table at Media Expo, 15 minute multimedia presentation Attendance for 10 including presenters Cost — \$3,000
- Spanish-language cable networks — 10 available participants
6' table at Media Expo, 7 minute multimedia presentation Attendance for 5 including presenters Cost — \$2,000
- Other Hispanic media: Cable MSOs, radio, newspaper, direct mail, magazines, etc. — Up to 20 available participants
6' table at Media Expo Attendance for 5 including exhibitors Cost — \$1,000

Space Reservation: Complete, sign & e-mail to Upfront@savision.org or fax 210.494-5490

We wish to be a media participant at the 2008 Texas Hispanic Upfront in San Antonio, at the participation level indicated above. We will make full payment for participation by May 15, 2008.

Company: _____

Contact: _____ Title: _____

Address: _____

Tel: _____ Cell: _____ Fax: _____

E-Mail: _____

Location: Scottish Rite Library & Museum - 308 Avenue E at 4th Street - San Antonio, TX 78205

Staying over? There are a limited number of rooms available at the Marriott Courtyard next to the event for just \$139 per night

Please mail checks to: AMA—SAVisión Upfront, PO Box 792391, San Antonio, TX 78279-2391 by May 15, 2008.

Additional sponsorship opportunities are available.

For more information on the details of this program, feel free to contact Diane Huth, SAVisión Chair, (210) 601-7852, dxhuth@valassis.com or Scott Keeler, Upfront Chair, (210) 859-6914, scott.keeler@citcomm.com