



# Targeted Media

## El Conquistador

Serving the Hispanic community for the past 15 years, El Conquistador is the newspaper of choice for advertisers who want to reach this growing audience. El Conquistador focuses on local people, local issues and national news of interest. Distributed every Friday in Kane, DeKalb, Lake and McHenry counties, El Conquistador is available throughout the market's Spanish-speaking churches, supermarkets, athletic teams, English as a second language classes, social service agencies, professional offices, libraries and grade schools. El Conquistador participates in local community events such as soccer tournaments and Cinco de Mayo celebrations, presenting the unique opportunity to interact directly and to build affinity with the Hispanic community.



## Planit Northwest Planit DeKalb County

PlanitNorthwest.com and PlanitDeKalbCounty.com are revolutionary dining and entertainment web sites, featuring things to do in and around McHenry and DeKalb counties. The sites contain a calendar of events and listings of things to do like family fun and nightlife. Online coupons and discounted gift certificates offer great savings to consumers, like popular restaurants and local gift boutiques. The Planit sites are promoted in print and online everyday, and thousands of people receive the Planit Picks e-mail newsletter every week.



First Place - Best Online Innovation  
Inland Press Association/Foundation  
2010 New Frontiers Contest



## Shaw Video Works

With the rise of broadband Internet, even the smallest business can now reach a desired audience with video. For over two years, Shaw Video Works has produced high quality commercial video for businesses of all shapes and sizes. From broadcast television spots, to online advertising, to long form content, our professional videographers help our clients communicate their message effectively. Shaw Video Works shoots in HD, on location or in our studio. Once the video is produced, Shaw Suburban Media offers numerous ways to reach target audiences, such as live online event sponsorship, branded content, and business showcase pages.

## ► DID YOU KNOW?

According to the U.S. Census Bureau over 319,000 Hispanics live in the El Conquistador coverage area.



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