



Televisa

EL PASO, JUÁREZ Y LAS CRUCES



MEDIA KIT

Siempre Cerca Siempre Conectados



TelevisaUnivision is the world's leading Spanish-language media company. With the largest library of Spanish-language content and a prolific production capacity, TelevisaUnivision is the leading producer of original Spanish-language content in the news, sports and entertainment sectors. TelevisaUnivision also owns ViX, the world's largest Spanish-language digital streaming platform.

Televisas Mission



Our mission is to satisfy the communication, connectivity, entertainment and information needs of our customers and audiences, with a high degree of adaptability and with the highest standards of quality, creativity and social responsibility.

Who Represent Us?



Square Communications LLC is an official representative for XEPM Televisa in El Paso/Las Cruces Market. We specialize in providing new strategies for your marketing campaign by reaching out the Hispanic community and Mexican Consumers

Our Coverage



Televisa is proud to be a community broadcaster, with special commitment to service, local programming and community outreach. In the following sections, you'll find information about our specific advertising services and community engagement activities.

679,040

EL PASO

116,077

LAS CRUCES

937,674

CHIHUAHUA

OUR SIGNAL

XEPM

ON AIR SIGNALS

CHANNEL 2.2, CABLE SPECTRUM 17, COMCAST 12

OUR TV SIGNALS



Diverse Content Portfolio



Variety of TV Shows: Televisa offers a wide range of popular TV shows, including telenovelas, reality shows, talk shows, and comedies. This diverse programming appeals to a broad audience, keeping viewers engaged and entertained.

Mexican Movies: The company produces and broadcasts a rich selection of Mexican movies, catering to fans of both classic and contemporary Mexican cinema.



Special Events: Coverage of significant cultural events, festivals, and celebrations that resonate deeply with the Hispanic community.

Sports Broadcasting: Televisa is a key player in sports broadcasting, offering live coverage of soccer, boxing, and other sports popular among Hispanic audiences.

TRUSTED NEW SOURCES

National and Local News: Televisa delivers timely and relevant news to its viewers, providing comprehensive national and local news coverage that keeps audiences informed about important events in Mexico and abroad.

Credibility and Reliability: As one of the leading news providers, Televisa is known for its credibility and in-depth journalism, making it a trusted source of information for its viewers.

STRONG BRAND PRESENCE AND LEGACY

Reputation: With decades of experience in the media industry, Televisa has built a strong brand and a loyal viewership.

Historical Significance: As one of the pioneers in Mexican television, Televisa's historical significance adds to its prestige and appeal.

TARGET AUDIENCE: MEXICAN AMERICANS AND HISPANICS

Cultural Connection: Televisa has a deep understanding of the cultural nuances and preferences of Mexican Americans and the broader Hispanic community, allowing for tailored content that resonates with this demographic.

Bilingual Programming: Offering content in both Spanish and English, Televisa caters to a diverse audience, including bilingual households.

Advertising Opportunities



Targeted Advertising:

Televisa provides advertisers with the opportunity to reach a specific and engaged audience. The network's understanding of its viewership allows for targeted advertising strategies that maximize impact.

Cross-Platform Integration:

Advertisers can benefit from integrated campaigns across Televisa's various platforms, including TV, online, and social media.



1



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4



5

MENTION (1 MINUTE)

It is a dynamic advertising option. Expands the explanation of your business or product attributes and benefits. It follows with a 30-sec spot. Benefit: Associate your brand with a leader of opinion.

LIVE INTERVIEWS (3 MINUTE)

You or any of your staff can be interviewed by our TV Host via Zoom or Live from your business! Benefit: More detailed exposure to communicate attributes and benefits. Call to action advertising. Immediate Results!

BILLBOARDS (10 SECONDS)

The billboards are transmitted during the content of the program. Only Special Programming and Soccer Matches.

SPONSORSHIPS

By sponsoring content on Televisa, your brand will not only gain visibility and engagement but also demonstrate a commitment to making a positive impact on the community. Join us in creating meaningful and beneficial content that resonates with millions of viewers.

BRAND ACTIVATION EVENTS

We partner with our clients to create events and marketing promotions that will create INTEREST, brand AWARENESS, and generate SALES for your business.

Recommendations



During our peak hours from 7 p.m. to 10:00 p.m., position your brand in prime time. Nielsen reports reaffirm this time slot as our viewership peak, and our secret weapon is a remarkably low Cost-Per-Impression, giving us a fierce competitive edge in the race for the top spot.

What We Offer



Televisa provides a variety of products to advertise your business. Here are the opportunities to expose a brand.



Public Relations



Our team



Marisol Trevino | General Director
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Beatriz Rodriguez | Sales Director
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Selene Ayala | Account executive
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Contact Us



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