

ANNOUNCING A BRAND NEW PARTNERSHIP



LATINOS

on the move

NEW ENGLAND™

BEGINNING WITH THE OCTOBER 9TH, 2009 ISSUE OF *NHBR*, **LATINOS on the move™** WILL BECOME ITS OWN NEWSPAPER, INSERTED INTO *NHBR*.

Our new publication will also be over-printed for distribution to the New Hampshire Latino community. Total press run will be 20,000 copies reaching over 60,000 business professionals and consumers around the state.

Your business can reach this powerful, diverse and growing segment by sponsoring or advertising in this quarterly **LATINOS on the move™** publication.

Our goal?

To bridge the Latino Business Community with the main stream New Hampshire business community. We see this as

a way to encourage, improve and develop relationships in order to bolster mutually beneficial business opportunities. There are over 750 Latino owned business in the Granite State.

Why is this important?

Because the Latino business community is a vibrant and growing part of the Granite State's business landscape. The Latino growth in NH jumped 81% from 1990 to 2000 and serves as a major contributor to our culture and economy. New Hampshire is the fastest growing state in New England in terms of Latino growth. Hispanic owned

businesses in the state generate in excess of \$120 million and this number continues to climb. The economic impact is clear. Latinos have a profound impact on the state's economy and in our communities. This project with **NHBR** will help merge traditional NH businesses with this emerging population coming from a regional dispersal of traditional Latino enclaves into our cities. The majority of Latino migrants are fluent in English and occupationally and economically diverse.

THE LATINO POPULATION IN NEW HAMPSHIRE



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Where are Latino populations highest?

In New Hampshire, Hillsborough county (largely Manchester and Nashua) is the largest county with 31% of the state's residents and has the largest population of Latinos (59%) followed by Merrimack, Rockingham and Strafford, which share 25% of Latinos. This is largely due to bordering Massachusetts. Latinos are drawn here for the area's quality of life, job opportunities, schooling and low crime.

What defines the term Latino?

A group of nationalities that share common linguistic and cultural roots. National Latino groups originate in Mexico, Puerto Rico, Cuba, Dominican Republic, Brazil, Central and South America.

NEW HAMPSHIRE'S LATINO DEMOGRAPHICS:

- Median age: 25
- College graduates: 23% (twice the national average)
- Economically active with 69% in the labor force
- Median family income: \$41,071
- Over 40% of NH Latino families have annual earnings over \$50,000
- Of 5,457 Latino households, 64% are rentals and 36% are owned

NATIONAL STATISTICS:

- By 2010 the Hispanic population will be over 49 million or 16% of the population
- In 2002 there were 1.6 million Hispanic-owned businesses
- The annual Hispanic buying power is over \$700 Billion
- 7.6 million Hispanic citizens voted in the 2004 election

Source: US Census Bureau, Facts for Features 2005

Sources: Summary file data and reports by the U.S. Bureau of Census, 2000

SPONSORSHIP OPPORTUNITIES



LATINOS *on the move* NEW ENGLAND

Headline for This Article Here

More than 20 people in the Greater Manchester area were involved in a recent event that was held to raise awareness of the Latino community in New Hampshire. The event was held at the Manchester Marriott Hotel and was attended by a number of community leaders and officials. The event was a success and raised a lot of awareness about the Latino community in New Hampshire.

Subheader information

The Latino community in New Hampshire is growing rapidly and is becoming an important part of the state's economy. This growth is being driven by a number of factors, including immigration and the birth of new Americans. The Latino population in New Hampshire is currently estimated to be around 100,000 people, and is expected to continue to grow in the years ahead.

New Business on the Block

New businesses are being started at a rapid pace in New Hampshire, and this is a sign of a strong and growing economy. Many of these new businesses are being started by Latino entrepreneurs, and this is a reflection of the success of the Latino community in the state. These new businesses are providing jobs and contributing to the state's economic growth.

Bridging the Gap in New Hampshire

Latinos on the Move NH... what a fantastic group! What? You've heard of them? Well, let me tell you about them. They are a group of people who are dedicated to helping the Latino community in New Hampshire. They are doing this by providing a variety of services, including job training, financial counseling, and legal assistance. They are also working to raise awareness about the Latino community in New Hampshire and to help to break down the barriers that prevent Latinos from fully participating in the state's economy.

on the move

Empowering immigrants and supporting entrepreneurs... this is the mission of Latinos on the Move. We are a group of people who are dedicated to helping the Latino community in New Hampshire. We are doing this by providing a variety of services, including job training, financial counseling, and legal assistance. We are also working to raise awareness about the Latino community in New Hampshire and to help to break down the barriers that prevent Latinos from fully participating in the state's economy.

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Different from word on™

LATINOS on the move™ is a quarterly publication published in October, January, April and July. The publication will be inserted into the full run of NHBR and also distributed separately to the Latino community with a total press run of 20,000 per quarter. The publication will be printed on newsprint and have color throughout. Sponsorship billing will come from NHBR on a quarterly basis.

YOUR SPONSORSHIP OF \$2,990 PER QUARTER ENTITLES YOU TO:

- A full page, full color in a select premium position in **"Latinos on the move™"** quarterly publication
- Your business will have an online link.
- Your logo will appear on all networking event collateral materials
- Demonstrate your diversity by supporting this important and emerging population in New Hampshire.
- Position your company as a leader in cultural diversity and forward thinking
- Assist Latinos on the Move in their mission to break down cultural barriers by educating and blending the New Hampshire business audience with the valuable Latino market.
- Reach top level NH business executives in a format designed to educate and inform business owners about the Latino population
- Direct your investment to a new and vibrant market of consumers who are making decisions about their business, health care, consumer goods, investments and education.
- Your advertising works in two ways: your message will be seen by leading NH business executives as well as the Latino population at large.



LATINOS *on the move* NEW ENGLAND™

First come, first served for PREMIUM POSITIONS

- Inside front cover
- Center spread banner
- Inside back cover
- Back cover

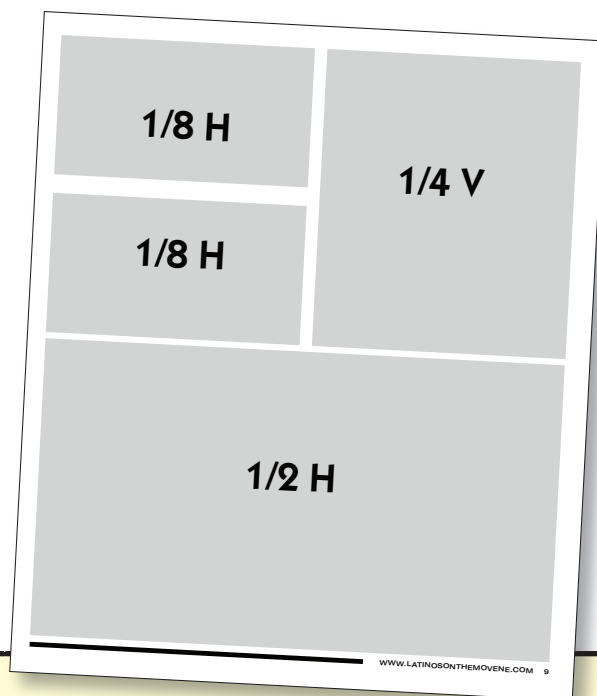
Sponsorship Deadlines:
For premiere issue in October 2009 is **September 4, 2009**

CONTACT :
Robert Santiago
1000 Elm Street
Manchester, NH 03101
603-703-9091

ADVERTISING RATES



LATINOS
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 NEW ENGLAND™



ADVERTISING RATES:

FREQUENCY	1x	4x
1/2 page (horizontal) :	\$1,700 per insertion	\$1,450 per insertion
Ad Dimensions:	Horizontal: 10"w x 6"h	
1/4 page:	\$1,100 per insertion	\$995 per insertion
Ad Dimensions:	Vertical: 5.138"w x 6"t	
1/8 page:	\$870 per insertion	\$795 per insertion
Ad Dimensions:	Horizontal: 5.126"w x 2.81"t	

All advertising will appear in 4/color process
 Line screen: 100/DPI: 200

Sponsorships (include full page advertisement and other components)
 \$2,990 per quarter; 4x commitment required—Ask for details.

Rates are effective with the October 2009 launch of
LATINOS on the move™.

Charges are per insertion. Net rates. Published quarterly and inserted into
 NHBR and overprinted for distribution to the Latino community.

Marketplace directory (business card): \$425 per insertion
 4x commitment required

PLEASE E-MAIL ADS TO WENDY WOOD AT WWOOD@NH.COM

SPONSORSHIP AGREEMENT

COMPANY/AGENCY INFORMATION

ADVERTISER _____ TELEPHONE _____ FAX _____

COMPANY CONTACT _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____ URL _____

\$2,990 per insertion; **LATINOS on the move™** annual sponsorship
October 2009; January 2010; April 2010; July 2010

PAGE POSITION

NOTES

TERMS & CONDITIONS

TERMS - Customer is responsible for payment in full within 30 days. A 2% per month late charge will be added to unpaid balances thirty days or over. FREQUENCY DISCOUNT - Multiple insertion contracts must be completed as stated. All unfulfilled contracts are subject to short rate.

- Every effort is made to ensure accuracy of copy and color in advertising, however, **LATINOS on the move™** is not responsible for errors and omissions or for variations in color reproduction in printed materials.
- Publisher reserves the right to reject any advertisement.
- A customer copy of this contract will be returned upon approval of **LATINOS on the move™** and **NHBR**.

AUTHORIZED REPRESENTATIVE OF ADVERTISER _____ DATE _____

LATINOS on the move™ REPRESENTATIVE _____ DATE _____

AUTHORIZED REPRESENTATIVE OF NHBR _____ DATE _____

