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NAMIC Recognizes AdConexión L.A.'s Media Kit As The Best In The Industry With An EMMA Award!

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MARKETING TACTIC CABLE-ALL OTHER MEDIA

ADLINK'S ADCONEXION SALES KIT

By Seth Arenstein

One way to emphasize that an American entity is in touch with the Latino community is to speak its language. That's why Adlink created a bilingual kit to introduce the Los Angeles Interconnect's new Hispanic division to advertisers. The kit is impressive even before one reads its contents. It comes in a heavy metallic box and its English and Spanish sections are separated by an attractive paperweight that sports the Ad Conexión L.A. logo. The contents, presented in digestible bites, provides a wealth of media data about L.A., which is home to 18% of the U.S. Hispanic population. "After



HEAVY METAL: Adconexion's media kit shines above the rest.

presenting to more than 30 key agencies we've added new advertisers, are in talks with several more and we're forecasting a double-digit increase over last year's budget," says Dereck Messana, director of sales. Adconexion sells access to 44 cable networks and is owned by Time Warner Cable, Charter and Cox.

- The National Association for Multi-ethnicity in Communications (NAMIC) recognizes top case studies and marketing tactics targeted to multicultural audiences with the EMMA (Excellence in Multi-cultural Marketing Awards)

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