



**TELEMUNDO**

TELEMUNDO ALASKA  
2017 SALES PRESENTATION

# STATION PROFILE

## **WHO WE ARE:**

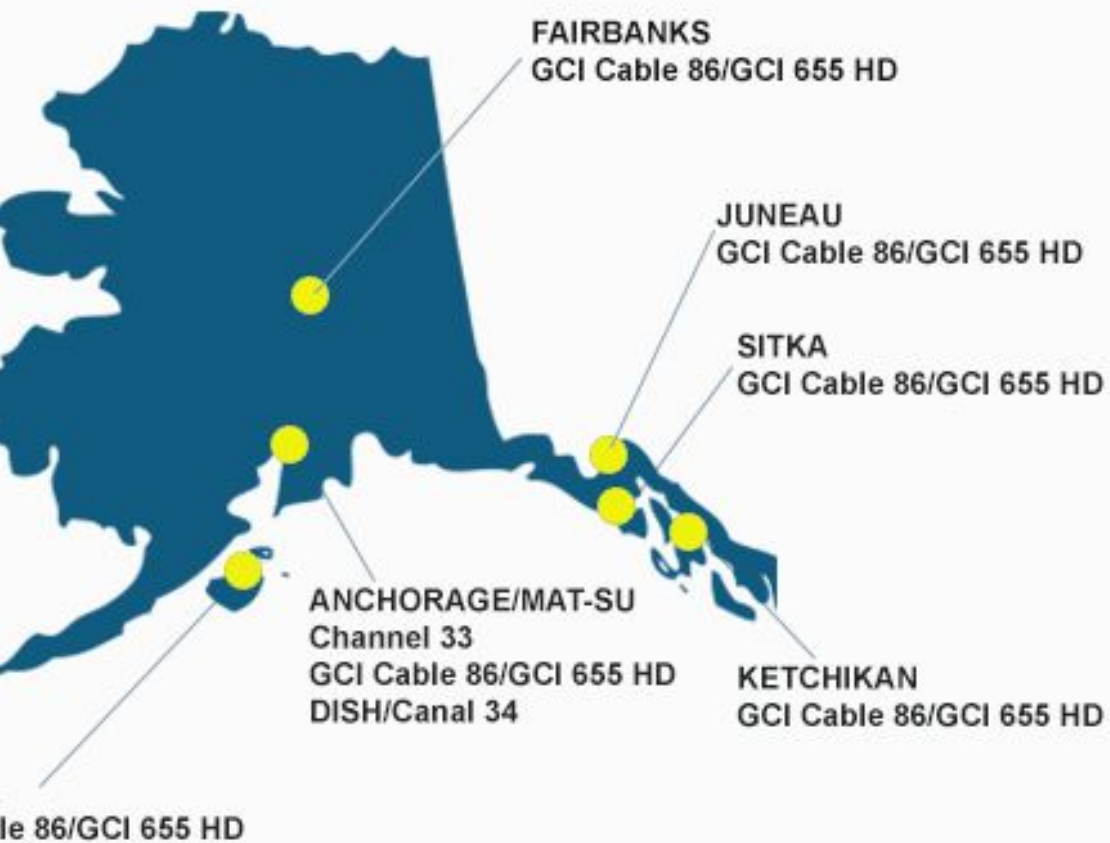
- KDMD Channel 33.2
- Telemundo Affiliate as of 2006

## **WHAT WE DO:**

- Community Calendar, local programs such as Latinos in Alaska and Bethel Hispanic Church.
- Partners with El Sol de Medianoche, the only local Spanish newspaper in Alaska.

## **REACH THE HISPANIC AUDIENCE THROUGH:**

- World class television programming from Telemundo network
- Local community events.
- Display of our banners at local Hispanic businesses.



## STATION COVERAGE

Over the Air: Ch. 33.2

Cable: GCI Ch. 86  
HD 655

Satellite: Dish Ch. 34

# WHAT SETS US APART

We are the only local TV station broadcasting on OTA ch33.2 in Anchorage 24/7 in Spanish.

Since launched KDMD has been on the air increasing and improving their coverage through the entire state of Alaska transmitting now on HD channel 655 on GCI cable and Dish Network channel 34.

We have been supporting local efforts of mobile Consulates from Mexico, El Salvador, Peru among others in bringing information to their citizens about their services and how to participate in their elections, immigrants rights, etc.

Telemundo Alaska launched the first ever produced local program in Spanish in Alaska “Latinos en Alaska”. In this program we show the lives and habits of our people here in Alaska and inform our viewers of the attractions of this beautiful state and also show information about our countries in Latin America.



# HOME OF SOCCER WORLD CUP 2018



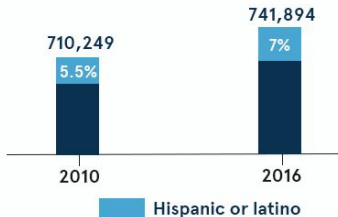
# HISPANICS IN ALASKA



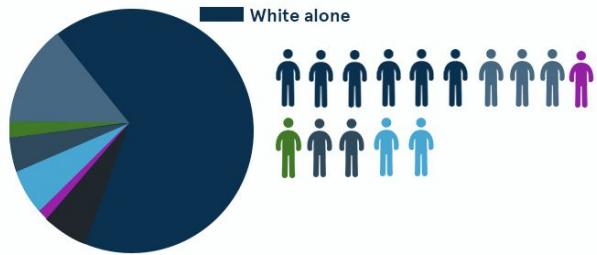
## Hispanics by numbers in Alaska

Statistics from 2010 to 2016

**741,894**  
Population estimates  
July 1, 2016, (V2016)



### RACE AND HISPANIC ORIGIN



- Two or More Races
- Native Hawaiian and Other Pacific Islander alone
- Hispanic or Latino
- Asian
- Black or African American
- American Indian and Alaska Native

Source US Census.

We started operations in 2006. Since then we have been committed to our local community that serves our License with KDMD. Our station supports and participates in events broadcasting the Telemundo programming on channel 33.2 over the air, and on GCI cable on the entire state of Alaska on ch 86 and HD channel 655. We are also on the local package for Dish Network on channel 34.

Every day the Hispanic community grows in the state of Alaska with immigrants coming from Mexico, Puerto Rico, El Salvador, Dominican Republic, Peru, Argentina, Guatemala among other Spanish speaking countries.

Today we have successful testimonies from local customers such as Latinos en Alaska, Bethel Church, Lithia KIA of Anchorage, Wells Fargo Bank, Sicily's Pizza, Gallo's Mexican Food, Evanjelina Gonzalez Realtor among others.

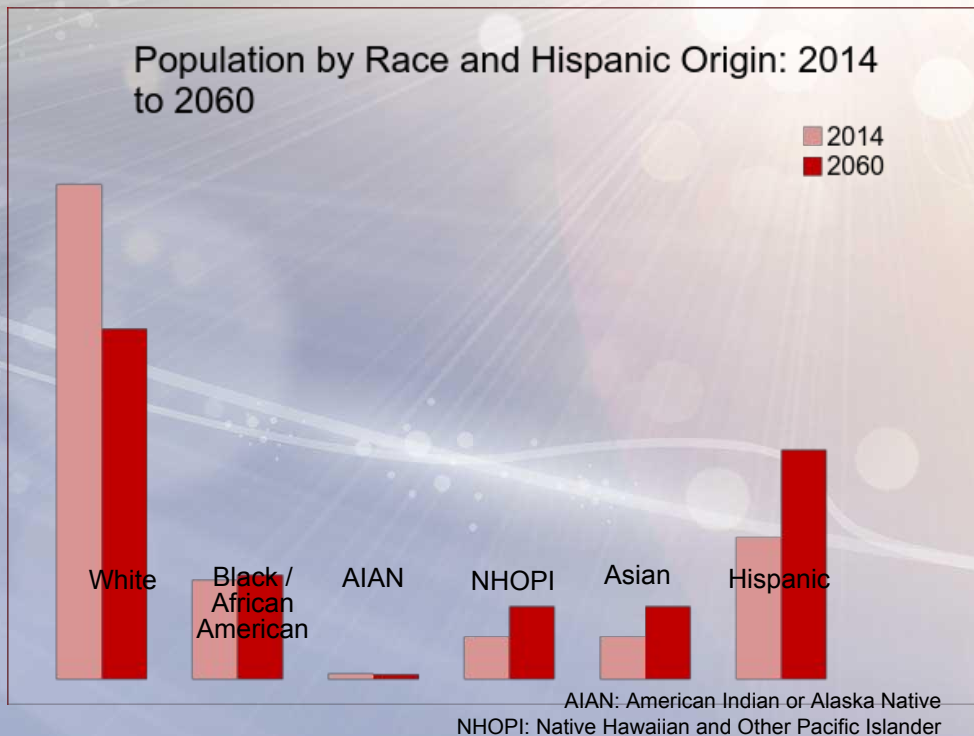
For advertising please contact:

***KDMD TELEMUNDO ALASKA  
1310 E. 66 TH AVENUE  
ANCHORAGE, AK 99518  
TELF. 907-562- 5363***

***OSCAR IBARRA  
SALES DIRECTOR  
OSMIBAZ@AOL.COM***

# THE HISPANIC MARKET

Hispanics continue to be the fastest growing population!



**55.4 million** Hispanics in the United States

**17.4%** of the United State's population are Hispanics

**119 million** projected Hispanics by 2060

**28.6%** of the population in 2060 will be Hispanic

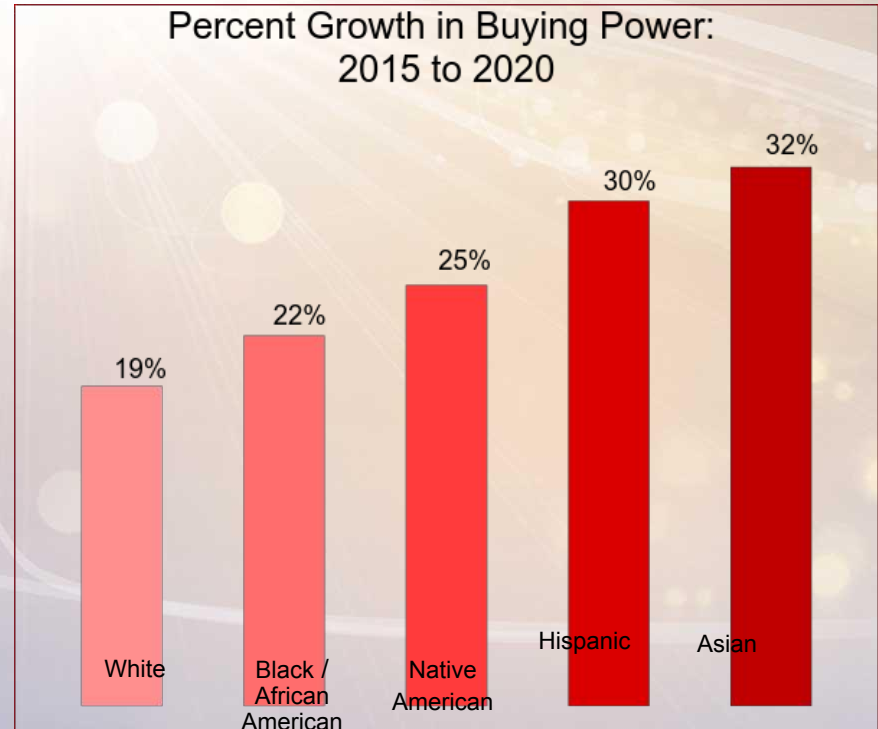


# THE HISPANIC MARKET

Hispanic's buying power has consistently grown over the years!

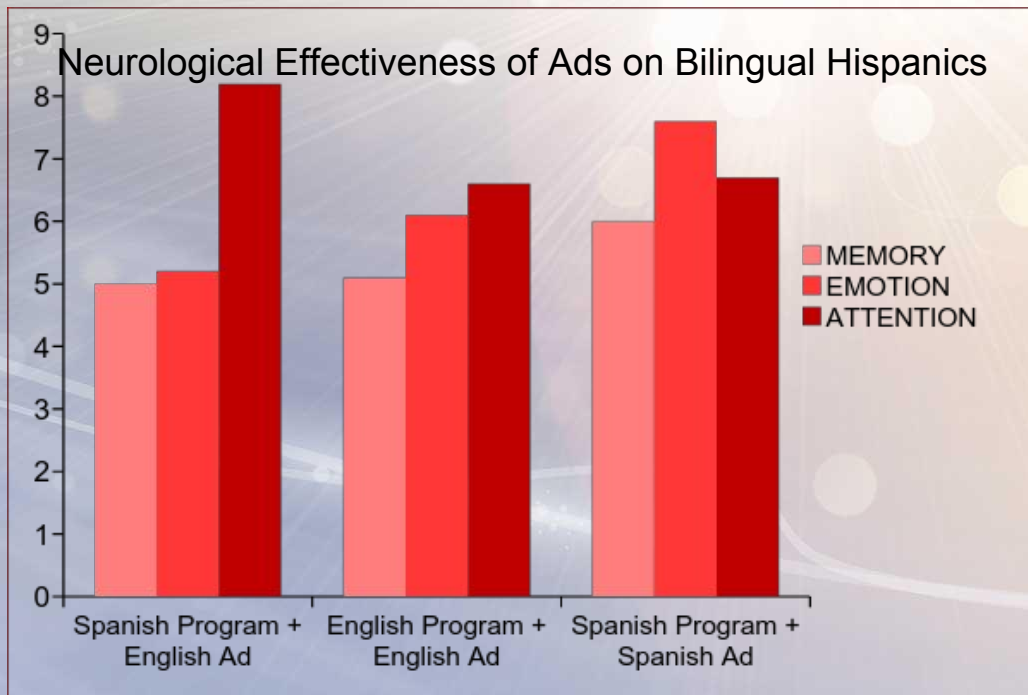
Total U.S. Hispanic buying power is currently \$1.3 trillion, and is set to grow to \$1.7 trillion by 2020!

The 167% growth in Hispanic buying power from 2000 to 2015 is far greater than the 76% increase in non-Hispanic buying power and the 82% increase in the buying power of all consumers!



# THE HISPANIC MARKET

Culturally relevant content in Spanish is more impactful!



75% of all Hispanics age 5 or older speak Spanish

95% of Hispanic adults – even those born in the U.S. – say it is important that future Hispanics speak Spanish

Spanish-language broadcast TV reaches 4x more Spanish language dominant Hispanics than English-language broadcast TV

# GRACIAS!

KDMD-TV  
1310 E. 66<sup>TH</sup> Avenue  
Anchorage, AK 99518  
(907) 562-5363

Sandra Traub  
General Manager  
[sandra@kdmd.tv](mailto:sandra@kdmd.tv)

Oscar Ibarra  
Sales Director  
[osmibaz@aol.com](mailto:osmibaz@aol.com)