



AL BORDE | LATIN ALTERNATIVE MEDIA

AL BORDE | PRO:

rock en español, latin alternative, indie, punk, ska, hip-hop, hard rock, straight out rock intellectual rap, electronica, electro-funk, maybe pop-rock, cool ass sneaks, real funky fashion, concerts, bars, getting drunk with friends, cool videos, extreme sports, skateboarding, snowboarding, motoX, BMX, freeski, FMX, skate parks, half-pipes, energy drinks, video games (Guitar Hero and Rock Band bb!), indie movies and some hollywood stuff too, the college life, people who don't follow the norm, we hate people who "are" creative but we love people who LIVE creatively, and just the pure pleasure of enjoying your life to the beat of your own f-ing drum!

LOL :)

ab

alborde.com

WE ARE A COMPANY
COMMITTED TO QUALITY
CONTENT REFLECTING THE
CREATIVE PULSE OF THE
LATIN ALTERNATIVE, INDIE AND URBAN
LIFESTYLES.

THROUGH **LIVE EVENTS**, **WEB**, **DIGITAL
MEDIA**, AND **MOBILE** WE CAN CONNECT
YOU WITH THE FASTEST GROWING DEMO
IN THE COUNTRY.

U.S. HISPANIC MARKET... MADE EASY!

- 1** At 45 million, Hispanics make up 15% of the total U.S. population.
- 2** With a 3.3% increase between 2006 and 2007, Hispanics were the fastest-growing and largest minority group in the country.
- 3** There are 13.2 million Hispanics in California making up 36% of the State's total population, and making it the largest Hispanic population of any state.
- 4** 54% Of Hispanics in Southern California are between the ages of 18 and 34...
- 5** ... And this is Al Borde's Core Demographic as you will see in the next slides!

The U.S. ranks second only to Mexico as the country with the most Hispanics.

HISPANIC PURCHASING POWER

- 1** Today's 10 million-plus Hispanic households will soar to **13.5 million by 2010**.
- 2** These households will control **\$670 billion** in personal income by 2013.
- 3** **Mexican-American** households will account for **\$409 billion** of this total.
- 4** Hispanic households are **younger** on average than the U.S. general market.
- 5** Currently **38%** of Hispanic households are headed by someone **under 35**, and an additional **25%** by someone between 35 and 44.
- 6** By 2010, the under-45 Hispanic market will increase to **8 million** households, and its purchasing power to **\$397 billion**...

...In other words, \$3 out of every \$5 flowing to Hispanic households in 2010 will be in the hands of this younger-than-average segment!

U.S. HISPANIC YOUTH MARKET

Young Latinos are consuming more digital media than their general market counterparts



88% regularly surf the web

65% use a computer to listen to music

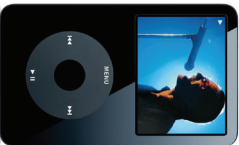
64% read news online

*14-24 years old



U.S. has 39 million Hispanic cell phone users, of which **53%** are between the ages of 18 - 34...

... And another **20%** are between 35 and 44 years old**



66% use their phone for mostly texting

80% download music

50% watch and download videos

*14-24 years old



ART DIRECTION: AL BORDE
PHOTOGRAPHY: BAIN STUDIOS, PASADENA
* mun2, Latino Youth Study, 2007
** electronicretailermag.com

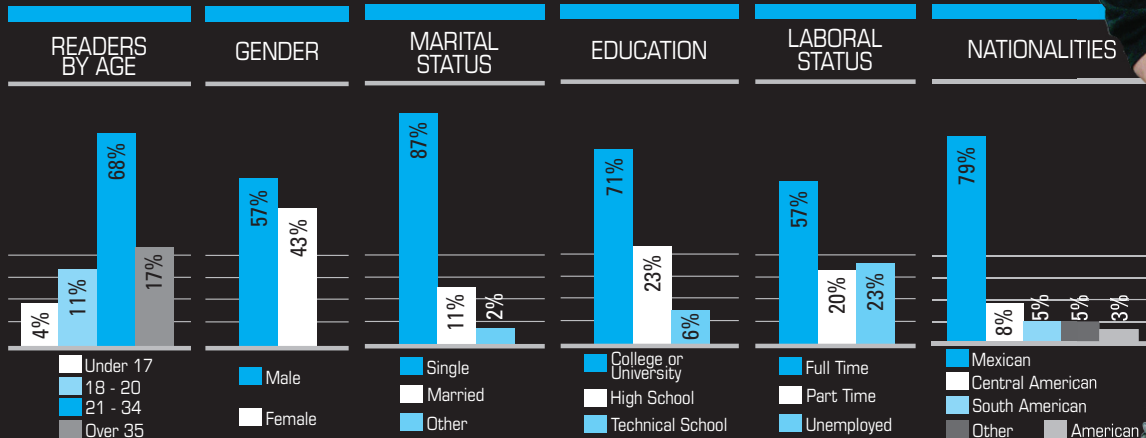
AL BORDE'S CONSUMER PROFILE

Not every Latino shaves his head, wears baggy jeans, or likes to dance salsa and reggaeton. Step into any high school or college campus across the United States and you'll find that much of today's Latin youth does not fit neatly into any one category.

Our consumers are heavily influenced by the "alternative" lifestyle, they equally embrace an eclectic mix of styles and genres, which is precisely the coverage that Al Borde provides them.

For over 10 years, Al Borde has been the leading Spanish-language media outlet with in depth coverage on Latin alternative music, fashion, movies and lifestyle. Our consumers have come to trust Al Borde as the definitive source of what's cool now, and what's up-and-coming. Let Al Borde be your platform for reaching out to this segmented audience with a trend-setting taste.

79% OF OUR CONSUMERS ARE 18 - 34 YEARS OLD & 85% are 21+



LIVE EVENTS

IT'S OK, YOU CAN PARTY WITH THEM...

We are TRUE believers in *product integration!* This is why we work hard for some of our best clients to build strategies and execute the best possible experience their BRAND can bring to our consumers.

With over 10 events per year we can put your brand in front of thousands of "trend-setting", bilingual and bicultural Latinos. In addition to our sponsored concerts, we partake in 50+ third party events, promotional days, festivals, concerts & movie screenings. Partner with us and we will make YOU part of the "In" crowd!



CLIENTS INCLUDE: MONSTER ENERGY DRINK, JACK DANIEL'S, BEST BUY, AT&T, TOYOTA, PEPSI, VERIZON, WELLS FARGO, UNIVERSAL STUDIOS AND OTHERS

WEB

We understand that young (18-34) Hispanic adults are not glued to a TV set anymore and are seeking "on demand" videos and social networking sites instead. This is why we have restructured our site to accommodate these new trends. Alborde.com now has "webisodes", blogging and member capabilities. We are also giving our advertisers the ability to do product integration in these highly visited areas.

ALBORDE.COM

SPECIAL FEATURES:

- Section sponsorships available (Micro-Site)
- Utilizes popular banner sizes
- Customized online promotions
- Visually impacting and easy to navigate
- Blog and community ready
- Webisodes with product integration*
- Video advertising available (pre-roll)*

BANNER SIZES:

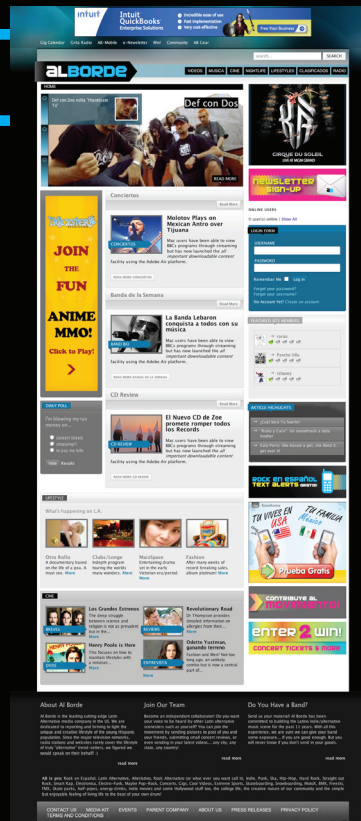
160X600 (Wide SkyScraper / Home Page Only),
728X90 (Leaderboard), 300X250, 300X100

FORMATS: JPG, PNG, GIF, FLV

VIDEO SIZE: 320X240, 300X250

VIDEO FORMAT: FLV

*MORE ON THE NEXT SLIDE



CLIENTS INCLUDE: BMW, AMEOBA RECORDS, NAVY, TOYOTA, THE NATIONAL GUARD, NETFLIX, AT&T, FORD AND OTHERS.

DIGITAL MEDIA

E-NEWSLETTER

We send out a weekly e-newsletter to our opted-in subscriber list with the latest news in the Alternative/Indie world, giving you a banner opportunity. Banner (link) sizes: 728X90, 300X250 and 160X120.

E-BLAST

Direct e-mail reach at an affordable price! Effective and easy, makes e-blast a quick way to communicate your message or promotion to our opted-in subscribers. The list is updated weekly with the latest subscribers so it's constantly growing. We can accommodate any image size up to 700 pixels in width.

E-ZINE: ONLINE DOWNLOADABLE PAGES

Monthly downloadable online section featuring an original Al Borde style cover with a gig calendar tailored to the sponsor.



WEBISODES - VIDEOS

Weekly online video shows are available to our online consumers and are an easy way to do product placement and integration during the show. Pre-rolls are another effective way to "sponsor" all videos on the website (15 and 30 second pre-rolls available). Currently we have 4 shows to choose from and all videos are produced by us.

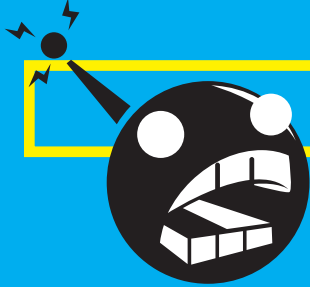
VIDEO DOWNLOADS

Get long shelf life! Our FREE video iPod downloads available at www.alborde.com allow you to integrate your product in so many ways. We would be happy to meet and discuss the best way to blend your brand in our shows.

iPod SAMPLE: Monster Energy Drink Cooler Integration.



CLIENTS INCLUDE: US NAVY, VANS WARPED TOUR, RED BULL AND OTHERS.



alborde mobile

BECAUSE WE UNDERSTAND THAT MOBILE ADVERTISING IS THE FUTURE

It's no secret that texting is the predominant mode of communication (for the 14-34-year-old community), especially those spending time out at concerts, clubbing or just bar hopping with friends. Developed in 2005, Al Borde Mobile (specializing in "text alerts") is currently the only mobile community for young "alternative lifestyle" Hispanic adults. A great mobile advertising opportunity, these text alerts allow us, and our sponsors, to inform our consumers about our concerts, special promotions, music news and any rumor they might be interested in.

Now you can reach our consumers wherever they go!

CLIENTS INCLUDE: RED BULL, HOUSE OF BLUES, LIVE NATION AND OTHERS.





AL BORDE | LATIN ALTERNATIVE MEDIA