

VIBRÓ

DIGITAL DISPLAYS

POWERED BY  latinoconnectionTM

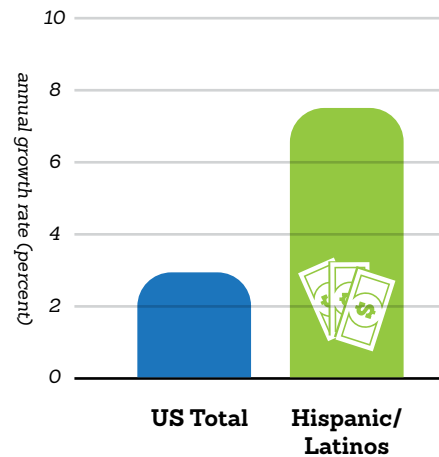
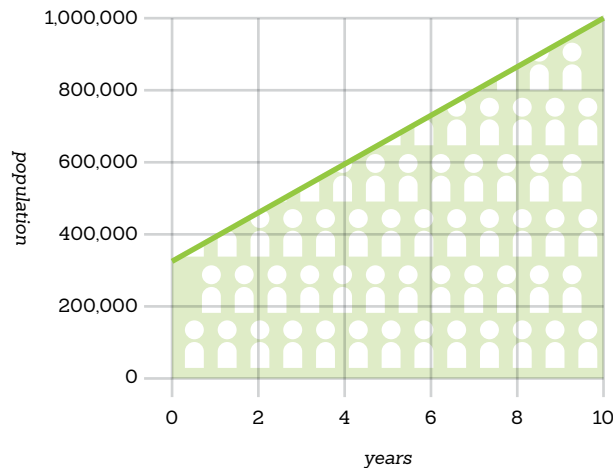
Helping your brand resonate with diverse communities



Who We Are

Latino Connection is a nationally-recognized health marketing and communications firm specializing in reaching multicultural communities in Pennsylvania and beyond. We provide unique and out-of-the-box services and solutions that enable corporate and nonprofit community organizations to effectively address the most common social determinants of health that disproportionately impact Latino and non-white audiences.

A Growing Audience With Purchasing Power



“Latinos will change the profile of American society over the next four decades. The Hispanic population will grow much quicker than other population segments, and Hispanic consumers will represent an increasing percentage of the American consumer base.”

TATJANA MEERMAN, PUBLISHER; *PACKAGED FACTS RESEARCH COMPANY*

\$1,380,000,000 Hispanic/Latino
Purchasing Power

- **Latinos are the fastest-growing ethnic population in the Commonwealth.** Over 1 million Pennsylvanians are of Latino origin. Pennsylvania ranks #13 in the nation in total Hispanic population.
- Pennsylvania's population of Hispanic residents grew by 330,000 over the last decade to about 1 million, **an increase of nearly 46%.**
- **Nearly every county in the state** reported its Hispanic population grew in the last decade, with few exceptions.
- Hispanic-American purchasing power has reached **\$1.38 trillion.**
- The US Bureau of Labor and Statistics noted that Latino purchasing power has **increased 45% in the last five years**, increasing at a compound annual growth rate of 7.5%. That is more than twice as fast as the 2.8% growth for the total US purchasing power.

A Growing Audience With Purchasing Power

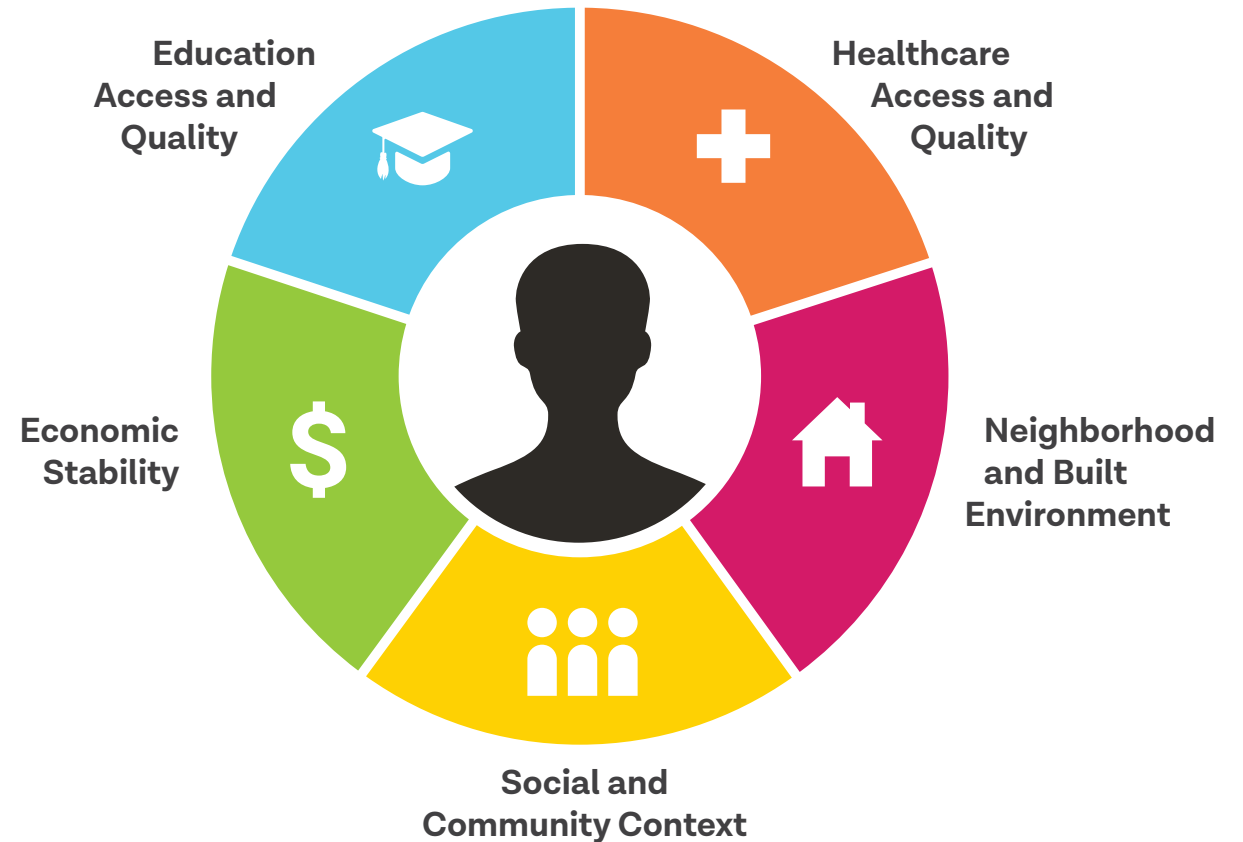


- Hispanics are **outspending the general market on food** per month, with an average monthly spend of \$298 vs. \$265 (Non-Hispanics).
- Hispanics (H) are now shopping online for groceries at the same pace than non-Hispanics (NH) (42% H vs. 40% NH).
- 17.8 million Hispanic households in the U.S. currently own a vehicle, while **almost half of those households plan to buy a car in the next 11 months.**
- Car buying trends, the average age of Hispanics is much younger than the non-Hispanic white population on average (30 vs. 42), which means **they could potentially buy more cars over their lifetime.** This translates into a higher lifetime value as a car buyer.
- **Most put down more cash, and finance less,** the average down payment is close to \$5,000. The average MSRP of vehicles purchased is nearly \$30,000.
- Hispanics spend roughly \$2,300 annually on apparel – **5% more** than the average U.S. household.
- 41 million Hispanics have a mobile phone and **they spend 42% more** than other consumers on mobile devices like tablets.
- **77%** of the Hispanic population is engaged or registered in Social Networks. This proves the importance of those platforms.

The Challenge

This increasingly important population is disproportionately impacted by factors that threaten the health, economic stability, and overall quality of life of the community. Such factors are referred to as **social determinants of health** and must be intentionally and proactively addressed in order to help Latinos overcome the roadblocks they create.

VIBRÓ Digital Displays by Latino Connection create an unparalleled opportunity for businesses and organizations to effectively address and counteract these social determinants of health. By meeting people in key physical locations throughout the community, VIBRÓ displays are highly effective at delivering a message, building trust and brand recognition, and inciting people to take meaningful action.



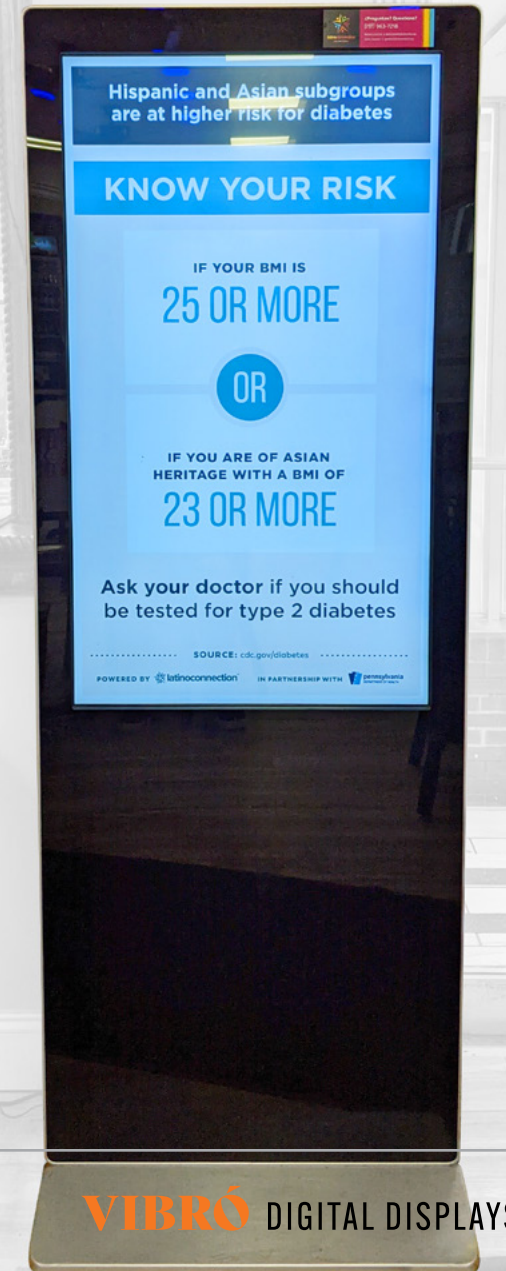
The Solution

VIBRÓ Digital Displays by Latino Connection deliver unique benefits over traditional TV, radio, and billboard advertising and it starts with meeting this targeted audience right where they are.

The displays are strategically located in high-traffic areas of retail locations like grocery stores, corner stores, and salons where the target audience frequents on a weekly if not daily basis. They appear close-up, at eye-level, and offer interactivity unlike what any other form of advertising can deliver.

VIBRÓ displays are custom, shatterproof television screens built with software created by Latino Connection that allows them to stream advertisements to the specific screens within the various territories where the displays are mounted. **VIBRÓ Digital Displays** quite literally give your company's products, services, and events a voice — in English and in Spanish!

Most impressively, **VIBRÓ Digital Displays** are highly cost-effective and a mere fraction of the cost of traditional TV, radio, and billboard advertising. Ads can be changed in real-time, increased in frequency, and moved to various locations as often as you'd like.



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RECOGNITION

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OPPORTUNITIES

VIBRÓ
DIGITAL DISPLAYS

Location and Reach

📍 View Our List of Locations

Reaching These Areas in Pennsylvania

- Allentown
- Harrisburg
- Lancaster
- Lebanon
- Reading
- York

Found in various locations, such as

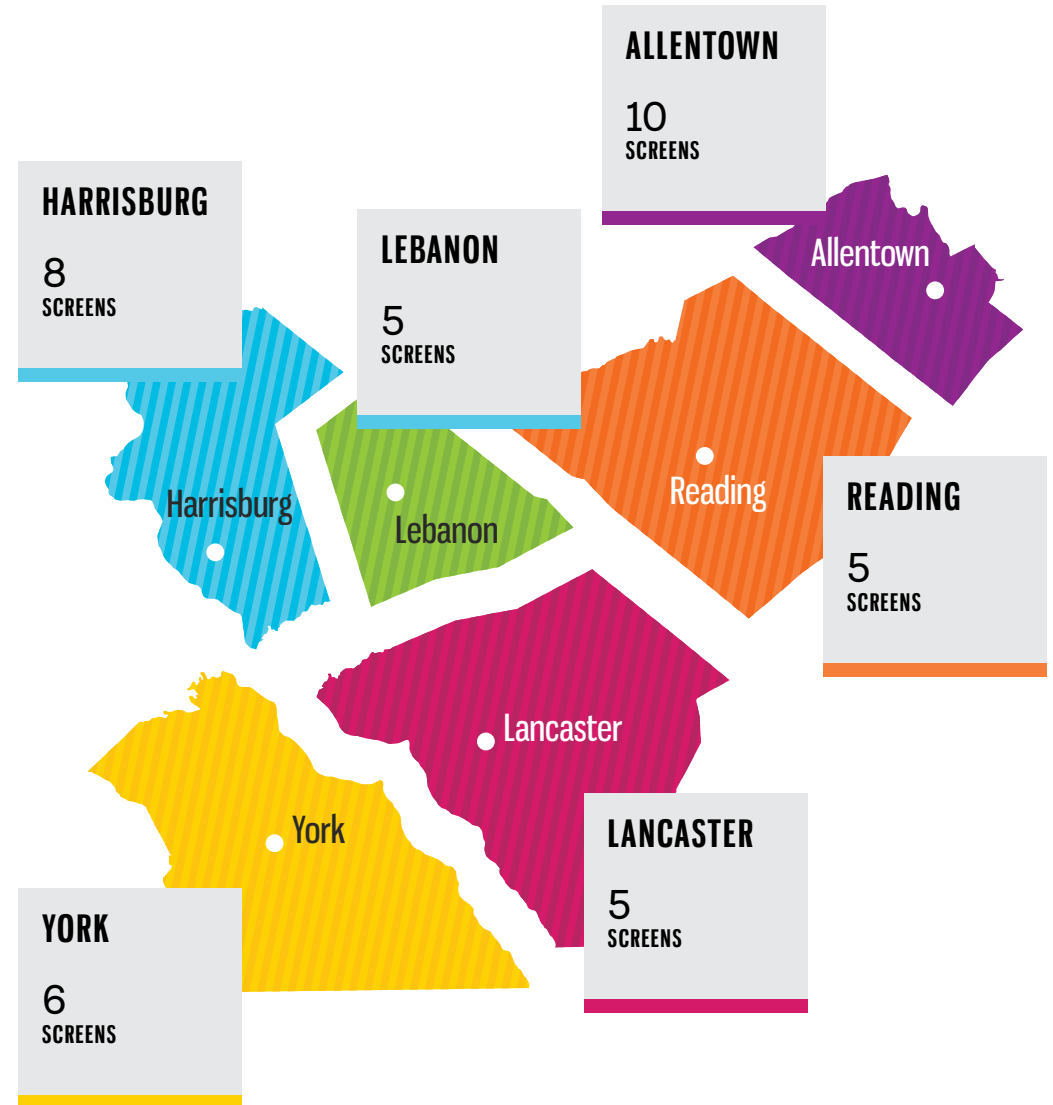
- Stores
- Restaurants
- Mini Markets
- Supermarkets
- Grocery Stores
- “Corner Stores”
- Barber Shops
- Beauty Salons
- and more!

Foot Traffic

over 10,000 per day

Target Market

Hispanic/Latino and Black communities in urban areas



Screen Sizes and Ad Specs

What can I use as an ad?

- Static Images
- Animation
- Plain Text
- Surveys
- Videos

Media Services

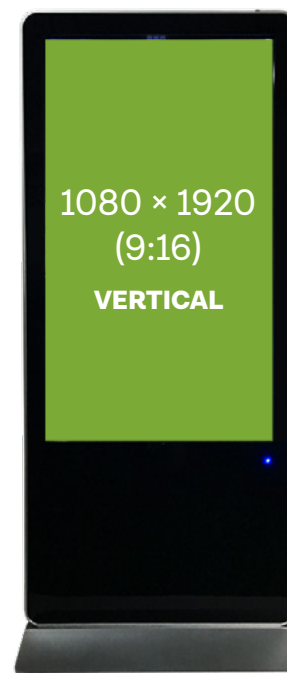
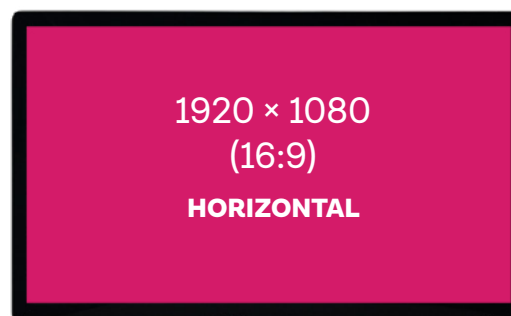
Allow our creative experts help you create your advertisement to maximize your reach.

- Photography
- Design and Ad Strategy
- Video production

Digital Display Dimensions and Ad Sizes

The **horizontal screens** require a space of 41" × 25" on the wall.

The **vertical screens** need 26" × 20" of floor space and stand at 70" tall.



Accepted File Formats:

Image

- jpg
- bmp
- gif
- png

Video

- vob
- wmv
- mkv
- flv
- avi
- mov
- rmvb
- mp4

Sound

- mp3
- ape
- mav
- aac
- wma



Additional Tips

If you submit an ad that doesn't follow the size of the screen, there is a possibility that parts of your ad will be cropped or too small for viewers to see your ad.

What is considered an ad and how does this process work?



An ad takes up 1 section of screen space.



An ad runs for 20 seconds at one time.



An ad runs one time every 3 hours in a rotation.



An ad can run on specific screens within specific counties or can run on every screen within the county. That is up to you.



The ad must be provided by you, must meet specifications/guidelines, and must be provided in an adequate format in order to be uploaded and run on the VIBRÓ Digital Displays.



Screens are securely and professionally installed and afterwards maintained by Area Managers that handled vspecific territories.



Latino Connection owns the VIBRÓ Digital Displays and the software and assumes full liability over both.



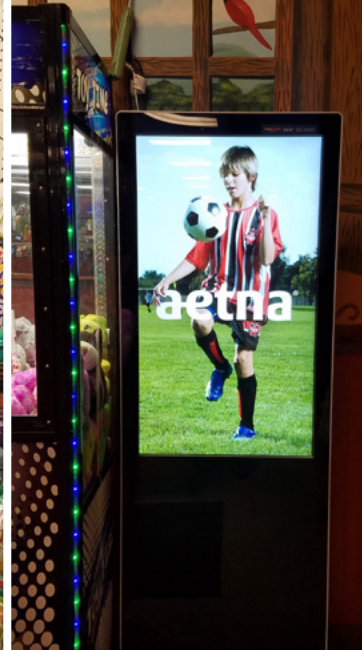
Area Managers go and visit each of their assigned VIBRÓ Digital Display locations weekly to ensure that the units are working and there are no problems.

Secure space on the VIBRÓ Digital Displays at an affordable rate

\$12 PER DAY,
PER SCREEN

Brands Served





Partner with VIBRÓ Digital Displays to
extend your reach, strengthen your presence,
and increase your bottom line!

☎ (717) 963-7218

✉ info@latinoconnection.org

