



2009

About

Since 1995 award winning Hispanic Lifestyle has set a high standard in publishing stories and producing events that capture the passions of the Latino community. Hispanic Lifestyle has been recognized by several federal, state and local organizations for featuring stories about healthcare, education, business and entertainment. We are committed to promoting positive images of the Latino community.

OUR TARGET AUDIENCE

Our core audience of 65% Women, 35% men, in the age range of 24 to 54. Our audience is interested in Latino community/cultural activities. Hispanic Lifestyle specifically targets Latino business owners and/or professionals, educators and community leaders that are most often

EVOLUTION

In 2005, after ten years of publishing newsletters and magazines, RDS Media Group Inc., hit the airwaves with a weekly, PBS television version of our award winning publication. The television program profiles people and events that make a difference on the Latino community. Our target market is second generation, English speaking, professional Latinos with an emphasis on attracting women viewers. Within the Southern California region alone, there is a potential to reach over eight million Latinos. Hispanic Lifestyle has a first run broadcast on KVCR-PBS covering the Inland Empire, (including the Coachella Valley) and most of Southern California on Dish Network and DirecTV. Hispanic Lifestyle is also broadcasted on KLCS-PBS in Los Angeles County.

Hispanic Lifestyle

Building a direct connection with our audience, year after year Hispanic Lifestyle has produced standout annual events such as our Latina Conference, Business Expo and Conference and the Inland Empire Hispanic Image Awards.



1st. Qtr. 2009

KJLA_KXLA_KVMD Spot Placement by Date, Time, Schedule From: 12/29/08 To: 03/29/09

| | | |
|---------------------------------------|----------------------------------|------------------------------|
| Contract: 7064 | Estimate #: | Starting on: 3/8/2009 |
| Advertiser: Hispanic Lifestyle | Description: PSA contract | Ending on: 6/28/2009 |
| Agency: Hispanic Lifestyle | Proposal #: | Selected Lines: ALL |
| Sales Person: House | | |

| Network | Schedule | Time | Lng | Line | Spot ID | Exc. Reason / ISCI | House # | Type | Brand |
|-----------------|-----------|------------|-------|------|---------|-------------------------|---------|------|-----------|
| 03/08/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 28:30 | 1 | 1695865 | Hispanic Lifestyle Show | IN2448 | PSA | Lifestyle |
| 03/15/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 2 | 1695866 | Hispanic Lifestyle Show | IN2001 | PSA | Lifestyle |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 3 | 1699409 | Hispanic Lifestyle Show | IN2001 | PSA | Lifestyle |
| 03/22/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:50 | 11 | 1695867 | Hispanic Lifestyle Show | IN2158 | PSA | Lifestyle |
| 03/29/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 12 | 1695868 | Hispanic Lifestyle Show | IN2187 | PSA | Lifestyle |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 4 | 1699769 | Hispanic Lifestyle Show | IN2187 | PSA | Lifestyle |

Number of Spots:6 **Total Billable: \$0.00**



2nd Qt. 2009

KJLA_KXLA_KVMD Spot Placement by Date, Time, Schedule From: 03/30/09 To: 06/28/09

| | | |
|---------------------------------------|----------------------------------|------------------------------|
| Contract: 7064 | Estimate #: | Starting on: 3/8/2009 |
| Advertiser: Hispanic Lifestyle | Description: PSA contract | Ending on: 6/28/2009 |
| Agency: Hispanic Lifestyle | Proposal #: | Selected Lines: 13 |
| Sales Person: House | | |

| Network | Schedule | Time | Lng | Line | Spot ID | Exc. Reason / ISCI | House # | Type | Brand |
|-----------------|-----------|------------|-------|------|---------|-------------------------|---------|------|-----------|
| 04/05/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704573 | Hispanic Lifestyle Show | IN2000 | PSA | Lifestyle |
| 04/12/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704574 | Hispanic Lifestyle Show | IN2227 | PSA | Lifestyle |
| 04/19/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704575 | Hispanic Lifestyle Show | IN2311 | PSA | Lifestyle |
| 04/26/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704576 | Hispanic Lifestyle Show | IN2383 | PSA | Lifestyle |
| 05/03/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704577 | Hispanic Lifestyle Show | IN2383 | PSA | Lifestyle |
| 05/10/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704578 | Hispanic Lifestyle Show | IN2421 | PSA | Lifestyle |
| 05/17/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704579 | Hispanic Lifestyle Show | IN2241 | PSA | Lifestyle |
| 05/24/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704580 | Hispanic Lifestyle Show | IN2388 | PSA | Lifestyle |
| 05/31/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704581 | Hispanic Lifestyle Show | IN2094 | PSA | Lifestyle |
| 06/07/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704582 | Hispanic Lifestyle Show | IN2286 | PSA | Lifestyle |
| 06/14/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704583 | Hispanic Lifestyle Show | IN2457 | PSA | Lifestyle |
| 06/21/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704584 | Hispanic Lifestyle Show | IN2458 | PSA | Lifestyle |
| 06/28/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 13 | 1704585 | Hispanic Lifestyle Show | IN2030 | PSA | Lifestyle |

Number of Spots: 13

Total Billable: \$0.00



3rd Qt. 2009

KJLA_KXLA_KVMD Spot Placement by Date, Time, Schedule From: 06/29/09 To: 09/27/09

| | | |
|---------------------------------------|---|------------------------------|
| Contract: 7265 | Estimate #: | Starting on: 7/4/2009 |
| Advertiser: Hispanic Lifestyle | Description: PSA Contract 3rd Qt | Ending on: 9/27/2009 |
| Agency: Hispanic Lifestyle | Proposal #: | Selected Lines: 1,7,8 |
| Sales Person: House | | |

| Network | Schedule | Time | Lng | Line | Spot ID | Exc. Reason / ISCI | House # | Type | Brand |
|-----------------|-----------|------------|-------|------|---------|-------------------------|---------|------|-----------|
| 07/05/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725446 | Hispanic Lifestyle Show | IN2239 | PSA | Lifestyle |
| 07/12/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725447 | Hispanic Lifestyle #510 | IN2221 | PSA | Lifestyle |
| 07/19/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725448 | Hispanic Lifestyle #512 | IN2311 | PSA | Lifestyle |
| 07/26/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725449 | Hispanic Lifestyle #511 | IN2360 | PSA | Lifestyle |
| 08/02/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725450 | Hispanic Lifestyle #512 | IN2463 | PSA | Lifestyle |
| 08/09/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725451 | Hispanic Lifestyle #512 | IN2486 | PSA | Lifestyle |
| 08/16/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725452 | Hispanic Lifestyle #512 | IN2503 | PSA | Lifestyle |
| 08/23/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725453 | Hispanic Lifestyle #511 | IN2360 | PSA | Lifestyle |
| 08/30/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725454 | Hispanic Lifestyle #512 | IN2033 | PSA | Lifestyle |
| 09/06/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725455 | Hispanic Lifestyle #512 | IN2055 | PSA | Lifestyle |
| 09/13/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725456 | Hispanic Lifestyle #512 | IN2090 | PSA | Lifestyle |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 7 | 1725464 | Hispanic Lifestyle #512 | IN2090 | PSA | Lifestyle |
| 09/20/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 06:30:05 a | 26:45 | 1 | 1725457 | Hispanic Lifestyle #512 | IN2486 | PSA | Lifestyle |
| 09/27/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 8 | 1725465 | Hispanic Lifestyle #513 | IN2160 | PSA | Lifestyle |

Number of Spots: 14

Total Billable: \$0.00



4th Q1. 2009

KJLA_KXLA_KVMD Spot Placement by Date, Time, Schedule From: 10/03/09 To: 12/27/09

Contract: 7341 Estimate #: Starting on: 10/3/2009
 Advertiser: Hispanic Lifestyle Description: PSA 4th Qt 09 Contract Ending on: 12/27/2009
 Agency: Hispanic Lifestyle Proposal #: Selected Lines: 1
 Sales Person: House

| Network | Schedule | Time | Lng | Line | Spot ID | Exc. Reason / ISCI | House # | Type | Brand |
|----------|----------|------------|-------|------|---------|---------------------------------|---------|------|-----------|
| 10/04/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740499 | Hispanic Lifestyle #513 IN2202 | | PSA | Lifestyle |
| 10/11/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740500 | Hispanic Lifestyle #510 IN2258 | | PSA | Lifestyle |
| 10/18/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740501 | Hispanic Lifestyle #513 IN2282 | | PSA | Lifestyle |
| 10/25/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740502 | Hispanic Lifestyle #512 IN2315 | | PSA | Lifestyle |
| 11/01/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740503 | Hispanic Lifestyle #513 IN2329 | | PSA | Lifestyle |
| 11/08/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740504 | Hispanic Lifestyle #509 IN2393 | | PSA | Lifestyle |
| 11/15/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740505 | Hispanic Lifestyle #509 IN2481 | | PSA | Lifestyle |
| 11/22/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740506 | Hispanic Lifestyle#512 IN2524 | | PSA | Lifestyle |
| 11/29/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740507 | Hispanic Lifestyle#512 IN2527 | | PSA | Lifestyle |
| 12/06/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740508 | Hispanic Lifesytyle #512 IN2090 | | PSA | Lifestyle |
| 12/13/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740509 | Hispanic Lifestyle #511 IN2097 | | PSA | Lifestyle |
| 12/20/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740510 | Hispanic Lifestyle #513 IN2128 | | PSA | Lifestyle |
| 12/27/09 | Su | | | | | | | | |
| KJLA-dt | Regular | 10:00:05 p | 26:45 | 1 | 1740511 | Hispanic Lifestyle #513 IN2135 | | PSA | Lifestyle |

Number of Spots: 13

Total Billable: \$0.00

1st. Qt. 2009



Santana En Vivo

Santana En Vivo represents a breakthrough in broadcasting. Santana En Vivo, the only "live" bilingual call-in talk show in the nation focuses on contemporary local, national and international issues as well as entertaining its audience with high profile guests. Informative, controversial and entertaining, Santana En Vivo echoes and reflects the voice of Hispanic Americans.

Program Grid for KJLA-dt 12/29/08 - 01/04/09 from 09:00:00 p - 09:29:59 p

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|------------|-------------|-------------|-------------|-------------|-------------|----------------|-----------------|
| 09:00:00 p | Nocturninos | Nocturninos | Nocturninos | Nocturninos | Nocturninos | Infomercial 30 | Santana En Vivo |