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Network and Spot Radio  
Advertising Opportunities  
For  
Mexico



## Opportunity Awaits!

Let us show you the value of doing business in an “international marketplace”.

Our knowledge of cultural differences and emotional characteristics, opens the door to the incredible purchase-power residing in Mexico.

We possess a clear knowledge and understanding of the unique complexities and opportunities that exist in reaching the Mexican consumer.

We are able to create and implement targeted-marketing-campaigns, which generate measurable results & significant R-O-I.

Tremendous opportunity awaits companies willing to invest in cross-border marketing!



The Largest, Most Complete  
Mexico Radio Network

Over 100 Affiliates!

Total Border Coverage!





BORDER NETWORKS has created the largest unwired-radio-network in Mexico, with total coverage options for every border market from the Pacific to the Gulf.

- i Individual & Multi-Market Programs.
- i Quality Market Research.
- i Demographic and socio-economic targeting.
- i All formats available.
- i Bundled Invoicing & affidavits of performance.
- i Single point-of-contact for all markets.



## i Monitor & Fulfillment

Effective programs must be monitored throughout the campaign time-frame, including;

- i Spot Rotations and Added-Value

## i Bundled Invoicing

We make invoicing easy! Border Networks will bundle all station & network invoicing managed by our team. You will receive monthly transmission reports/affidavits-of-performance for all stations, along with a single master-invoice, in one convenient package.

- i One Purchase Order
- i One Payment



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## Major U.S. – Mexico Border Markets

- i San Diego - Tijuana
- i El Centro - Mexicali
- i Yuma – San Luis Rio Colorado
- i Nogales/Tucson - Nogales
- i El Paso - Juarez
- i Del Rio – Ciudad Acuna
- i Laredo – Nuevo Laredo
- i McAllen – Reynosa
- i Brownsville - Matamoros



## Did You Know...

- i Radio stations exclusively targeting the Mexico markets typically are more popular than stations that also attempt to target the U.S. side, or both sides of the border.
- i The standard creative length in Mexico is :20 seconds
- i Mexican radio schedules are built with much higher frequency; up to 12 spots per day.
- i Payment terms are negotiated in advance of the campaign start.
- i Many of the larger annual agreements are paid in advance, known as "Plan Francais."
- i 90-day payment terms are very unusual, if not unacceptable in Mexican broadcast.



## contact us today!

\$22 to \$30 Billion in retail spending!

Tremendous opportunity awaits the savvy marketer  
who reaches out to the  
Mexico border communities.

619.298.4700

[rodger@bordnetworks.com](mailto:rodger@bordnetworks.com)  
[daniela@bordnetworks.com](mailto:daniela@bordnetworks.com)