



La Familia Network

A photograph of a city skyline at dusk or night. Several high-rise buildings are illuminated with warm lights, and palm trees are visible in the foreground. A large, curved blue graphic element is overlaid on the top right of the image.

MEDIA KIT



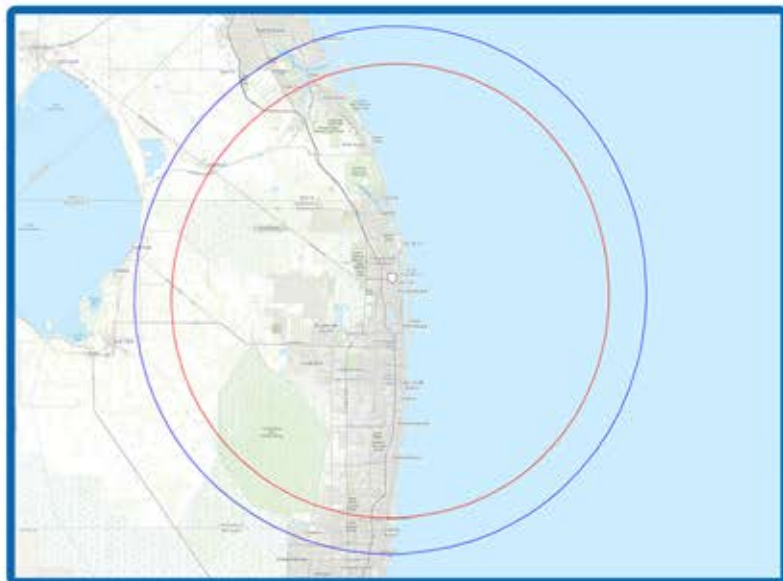
COVERAGE



La Familia Network
(Coverage Map - 19.8 Digital Over The Air)

Our Signal

Our estelar programming line-up is available locally to the West Palm Beach/ Fort Piece DMA (Designated Market Area) and available nationally on Roku, and other satellite and cable providers. It is also available internationally through LimeX TV.



LOCAL

La Familia Network originates its signal from West Palm Beach, Florida. Our channel is broadcast on the over the channel 19.8 digital



NATIONAL

La Familia Network is available on Roku through the iPoint Global Entertainment channel . Available to 70 million subscribers.



INTERNATIONAL

La Familia Network is available worldwide through the different apps on LimeX TV. Over 20 million subscribers.

CONTACT US:

(561) 727-8515
(256) 592-4125

La Familia Network info@lfntv.us
1300 Florida Mango Road, Suite 22 www.LFNTV.us
West Palm Beach, Florida 33309



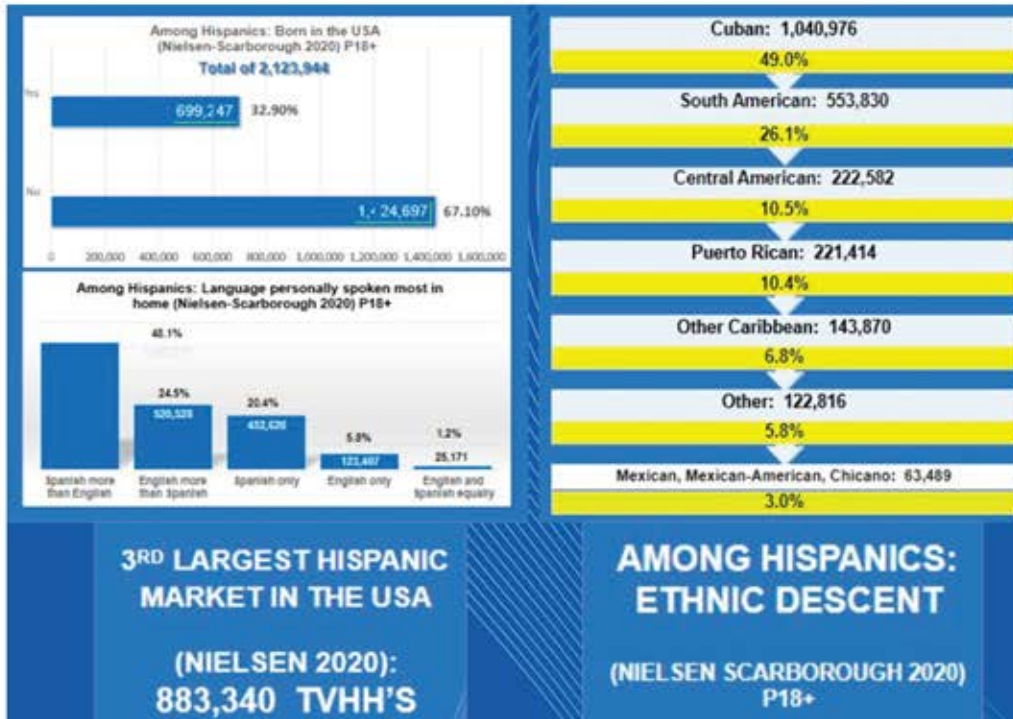
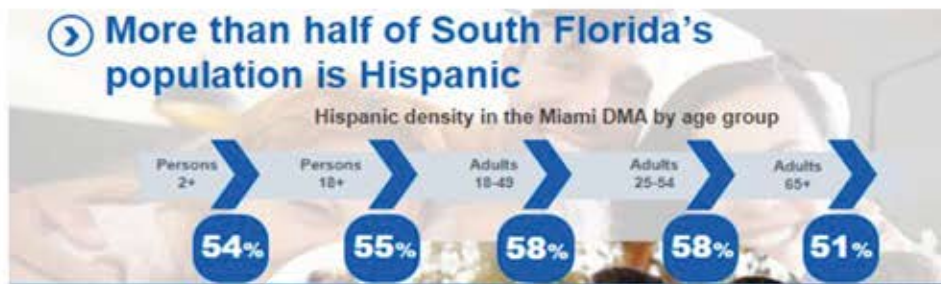
Based on data provided by the U.S. Census Bureau, the U.S. Bureau of Economic Analysis and other sources, the Selig Center estimates the buying power for African American, Asian American and Native American consumers, which has exploded over the past 30 years, up from \$458 billion in 1990 to \$3 trillion in 2020. In addition to increasing sheer size, their combined share of the nation's total buying power increased from 10.6% in 1990 to 17.2% in 2020.

Hispanic buying power also has grown substantially over the last 30 years, from \$213 billion in 1990 to \$1.9 trillion in 2020. Hispanic buying power accounted for 11.1% of U.S. buying power in 2020, up from only 5% in 1990.

Hispanic market growth

The Hispanic market is the largest minority market in the U.S. and continues to expand briskly. The group's spending power grew to \$1.9 trillion in 2020, an increase of 87% from 2010.

In 2020, the 10 states with the largest Hispanic markets, in order, are California (\$506 billion), Texas (\$361 billion), Florida (\$208 billion), New York (\$139 billion), New Jersey (\$70 billion), Illinois (\$68 billion), Arizona (\$63 billion), Colorado (\$40 billion), New Mexico (\$32 billion) and Washington (\$31 billion).



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SALES RATES 2021

INDIVIDUAL RATES

Weekly Times Available	6-12 am	Morning	M-F	\$25	:30 sec.
	12-3 pm	Day time	M-F	\$50	:30 sec.
	3-4 pm	Day time	M-F	\$50	:30 sec.
	4-5 pm	Afternoon	M-F	\$50	:30 sec.
	5-6 pm	Night	M-F	\$75	:30 sec.
	6-7 pm	Prime Time	M-F	\$75	:30 sec.
	7-7:30 pm	Night	M-F	\$100	:30 sec.
	7:30-8 pm	Night	M-F	\$100	:30 sec.
	8-9 pm	Prime time	M-F	\$150	:30 sec.
	9-10 pm	Prime time	M-F	\$150	:30 sec.
	10-11 pm	Prime time	M-F	\$125	:30 sec.
	11-12 pm	Late Night	M-F	\$75	:30 sec.
12-6 am	Late Night	M-F	\$75	:30 sec.	
WEEKEND ROS	1:30 pm-5 am	Weekend	S & S	\$50	:30 sec.

PACKAGES

WEEKLY PACKAGES:		Package 1	Package 2	Package 3	Package 4	Package 5
DAYPART	Days	Spots	Spots	Spots	Spots	Spots
6-12 am	M-F	5	5	3	3	2
12 pm-5 pm Day time	M-F	10	7	5	4	2
5 pm-8 pm EN/EF	M-F	10	5	5	3	2
8 pm-12 pm Prime Time/LF	M-F	15	10	5	3	2
1:30 pm-5 am Weekends ROS	S & S	10	7	5	3	2
Bonus Spots 6-12 am	M-S	15	12	5	4	2
TOTAL SPOTS: (:30 seconds)		65	46	28	20	12
WEEKLY PACKAGE COST:		\$2,000	\$1,500	\$1,000	\$750	\$500

TV COMMERCIALS

:15 sec. Daily ROS/20 commercials	M-S	\$600
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SPECIAL OFFER

:15 sec. Daily ROS / 10 commercials	\$300
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Rates are subject to change without notice Rev. (02/2021)

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Long Format Air-Time Sale Available (1/2 hour or 1 hour)

EST	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	EST				
6:00						\$100	\$100	6:00				
6:30						\$100	\$100	6:30				
7:00	<i>RESERVED</i>					\$100	\$100	7:00				
7:30						\$100	\$100	7:30				
8:00						\$100	\$100	8:00				
8:30						\$100	\$100	8:30				
9:00						\$200	\$200	\$200	\$200	\$200	\$150	\$150
9:30	\$200	\$200	\$200	\$200	\$200	\$150	\$150	9:30				
10:00	\$200	\$200	\$200	\$200	\$200	\$150	\$150	10:00				
10:30	\$200	\$200	\$200	\$200	\$200	\$150	\$150	10:30				
11:00	\$200	\$200	\$200	\$200	\$200	\$150	\$150	11:00				
11:30	\$200	\$200	\$200	\$200	\$200	\$150	\$150	11:30				
12:00	\$200	\$200	\$200	\$200	\$200	\$200	\$200	12:00				
12:30	\$200	\$200	\$200	\$200	\$200	\$200	\$200	12:30				
1:00	\$200	\$200	\$200	\$200	\$200	\$200	\$200	1:00				
1:30	\$200	\$200	\$200	\$200	\$200	\$200	\$200	1:30				
2:00	\$200	\$200	\$200	\$200	\$200	\$200	\$200	2:00				
2:30	\$200	\$200	\$200	\$200	\$200	\$200	\$200	2:30				
3:00	\$200	\$200	\$200	\$200	\$200	\$400	\$300	3:00				
3:30	\$200	\$200	\$200	\$200	\$200	\$400	\$300	3:30				
4:00	\$200	\$200	\$200	\$200	\$200	\$400	\$300	4:00				
4:30	\$200	\$200	\$200	\$200	\$200	\$400	\$300	4:30				
5:00	\$200	\$200	\$200	\$200	\$200	\$400	\$300	5:00				
5:30	\$200	\$200	\$200	\$200	\$200	\$400	\$300	5:30				
6:00	\$200	\$200	\$200	\$200	\$200	\$400	\$300	6:00				
6:30	\$200	\$200	\$200	\$200	\$200	\$400	\$300	6:30				
7:00	\$200	\$200	\$200	\$200	\$200	\$400	\$300	7:00				
7:30	<i>RESERVED</i>							7:30				
7:55												8:00
8:30												8:30
8:55												9:00
9:30												9:30
10:00												10:00
10:30												10:30
11:00												11:00
11:30												11:30
12:00												12:00
12:30												12:30
1:00						\$100	\$100	\$100	\$100	\$100	\$100	\$100
1:30	\$100	\$100	\$100	\$100	\$100	\$100	\$100	1:30				
2:00	\$100	\$100	\$100	\$100	\$100	\$100	\$100	2:00				
2:30	\$100	\$100	\$100	\$100	\$100	\$100	\$100	2:30				
3:00	\$100	\$100	\$100	\$100	\$100	\$100	\$100	3:00				
3:30	\$100	\$100	\$100	\$100	\$100	\$100	\$100	3:30				
4:00	\$100	\$100	\$100	\$100	\$100	\$100	\$100	4:00				

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125 COMMERCIALS WEEKLY
:15 seg. Monday to Friday
in all TV Networks

Individual network pricing subject to time, market and season desired



SPECIAL

+ BONUS of 5 commercials more
250 COMMERCIALS WEEKLY

Limited time only

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STUDIO RATES

Interactive commercial

:30 secs- \$1,000

- 2 hours of Onsite content recording.
- 4 Hours of video editing.
- Equipment Transport
- Staging.

:15 secs- \$850

- 1 hour of onsite content recording.
- 3 hour of video editing.
- 1 hour of graphics design. Voice over.
- Equipment Transport
- Staging.

Graphics Commercial

:30 secs- \$800

- 4 hours of graphics design.
- 2 hours of editing.
- 2 hour of graphics design.
- Voice over

:15 secs- \$650

- 3 hours of graphics design.
- 1 hour of editing.
- Voice over.

Show Recording

:30 min segment- \$1,500

- 2 hours of studio time
- 2 hours of content recording
- 4 hours of video editing
- 2 hours of graphic design
- Hair & Make-up

Show Plug

Prime time- \$150

- Live Mention during Prime-time show
- Banner with business info and phone

Non-Prime time- \$100

- Live Mention during show.
- Banner with business info and phone

Ancillary services

- Studio time- \$300 per hour
- Video editing- \$125 per hour
- Equipment transport-\$100 per trip
- Hair & Make up- \$250 per hour, \$80 for more than 3 person
- Graphics design- \$95 per hour
- Banner design- \$100 per hour
- Voice over services- \$150
- Staging- \$25 per hour (2 hours minimum)

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LA FAMILIA NETWORK
PROGRAMMING GUIDE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
12:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
01:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
01:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
02:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
02:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
03:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
03:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
04:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
04:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
05:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
05:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
06:00AM	PAID PROGRAMMING					PAID PROGRAMMING	
06:30AM	PAID PROGRAMMING					PAID PROGRAMMING	
07:00AM	KIDS KAZOO TV					KIDS KAZOO TV	
07:30AM	ESTRELLITAS DE JESUS					SALMO 150	
08:00AM	NOTICIAS LA VOZ DE AMERICA					ESTRELLITAS DE JESUS	
08:30AM	POR EL MUNDO					MY MUSIC MY SOUND	
09:00AM	COMO A LAS 9					TIERRA KALIENTE	
09:30AM						THE VIP TRAVELER	
10:00AM	ATAVOLA D'ANGELO (COOKING)					HOY EN COCINA	
10:30AM	TIERRA KALIENTE						
11:00AM	MI HORA FAVORITA					TEXAS SPORTSMAN	
11:30AM						COCINEMOS JUNTOS	
12:00PM	NOTICIAS LA VOZ DE AMERICA					ATAVOLA D'ANGELO	
12:30PM	THE VIP TRAVELER					SCREENZ TV	
01:00PM	EL SHOW TV SOCIAL						
01:30PM							
02:00PM	SALMO 150						
02:30PM	BINGE WATCH						
03:00PM	MY MUSIC MY SOUND						
03:30PM	SCREENZ TV					CINE LA FAMILIA (MOVIES)	
04:00PM	TARDE O TEMPRANO						
04:30PM							
05:00PM	NOTICIAS LA VOZ DE AMERICA						
05:30PM	CASA Y ESTILO						
06:00PM	DE NOCHE EN COMPANIA						
06:30PM							
07:00PM	CCW WRESTLING					CCW WRESTLING	
07:30PM	POR EL MUNDO						
08:00PM	TELENOVELA						
08:30PM							
09:00PM	COMO A LAS 9						
09:30PM							
10:00PM	DE NOCHE EN COMPANIA					CINE LA FAMILIA (MOVIES)	
10:30PM							
11:00PM	POR EL MUNDO						
11:30PM	ESPECIALES DE MUSICA						

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