



A SERIES BY BLANCA BLANCO


VIVA! 
Magazine Live!

CELEBRATING LATINO EXCELLENCE, ACHIEVEMENTS,
AND PRESERVING HISTORY, AND INSPIRING THE
FUTURE, ONE EPISODE AT A TIME.



BLANCA BLANCO

Blanca Blanco is the CEO, Executive Producer, Producer, and creator of VIVA! Magazine Live! An influential figure in Houston's Latino media landscape, highlighting the stories of Latinos who are making a difference.

Blanca is a well-respected community leader in Houston and is deeply involved in various community and advocacy efforts, including the East End Chamber of Commerce, where she had been an active member and serves on the board of the East End Management District, contributing to redevelopment projects in the area.

Blanca's influence extends beyond media, as she has dedicated her career to uplifting & supporting the Latino community through advocacy & leadership roles.



SERIES OUTLINE

- **Latino Profiles** – Celebrating the achievements of inspiring Latino leaders, entrepreneurs, and changemakers shaping our communities.
- **Community Voices** – Amplifying the stories, issues, and perspectives that matter most to our local communities.
- **Out on the Town** – Showcasing the best events, cultural happenings, and vibrant nightlife that make our city come alive.

Bringing the heart of our community to life—one story at a time!

OUR AUDIENCE COMPRISES OF LATINOS , AND HISPANIC-OWNED BUSINESSES, PHILANTHROPISTS, AND COMMUNITY LEADERS ACROSS TEXAS, BETWEEN THE AGES OF 18 AND 65.

- **digitally active viewers (18-34)**
- **mid-career professionals and business owners (35-50)**
- **older generations who value cultural legacy (50-65)**

With Latinos representing 40% of Texas' population and possessing over \$1.5 trillion in U.S. purchasing power, this series provides sponsors with a strategic opportunity to engage with a dynamic and influential market. It offers brands a platform to connect through authentic narratives of resilience, success, and cultural pride, fostering meaningful engagement with a community that embraces both tradition and innovation.



TARGET & CULTURAL RELEVANCE
AUDIENCE



TELEVISION CABLE CHANNELS



- XFINITY Comcast CHANNEL 17
- AT&T U-Verse CHANNEL 99
- SuddenLink CHANNEL 99
- PhonoScope CHANNEL 96





\$5,000 Cable TV Package

Xfinity-Comcast Ch17, AT&T U-Verse Ch99,
SuddenLink Ch99, Phonoscope Ch96

Air Dates per season, **(24)**, **(1) 00:05** Sponsorship ads per episode
*must follow sponsorship guidelines

6 Month Total \$5,000

Bonus Value Added:

- For six months, 1 commercial ad per episode \$208, per ad for 24 weeks.
- Digital clip promos covering your social events on (Facebook, Instagram, TikTok and YouTube= additional \$500
- (1) 00:05 sec Verbal Mention by the Host = additional \$500
- Up to **(12) 00:05 sec** re-airs @random time slots per-month on Cable TV = at no cost to you.
-



CABLE TV

Advertising Sponsorship Package

Introductory Prices For Viva! Magazine Live! First Season Packages are based on Full Payment for a 6 Month Term



Guidelines for Cable Sponsorship Ads

- **Visual presentations** of business are permitted; **Corporate logos** (both still and animated) are permitted;
- **Product demonstrations** and depictions of products are not permitted
- **Depictions of packaged goods** such food products shown outside the package or in a prepared state are not permitted;
- **Depictions of firearms**, tobacco products, or distilled spirits is not permitted;
- **Official spokesperson**, owners, and company officials are not permitted to appear in sponsorship announcements;
- **The use of actors** is/are not permitted.

Cable channel sponsorships are encouraged to support the producer's efforts. Sponsorship entails financial contributions from businesses, institutions, or individuals to help facilitate the producer's use of Houston Media Source.



Professional dashboard
Insights

Views Engagement Audience

Last 90 days

68,796 Views
↑184% from previous 90 days



3-second video views	11,983
1-minute video views	278
Reel views	27,636

Professional dashboard
Insights

Views Engagement Audience

Last 90 days

48,342 Views
↓-39% from previous 90 days



3-second video views	8,136
1-minute video views	302
Reel views	20,270

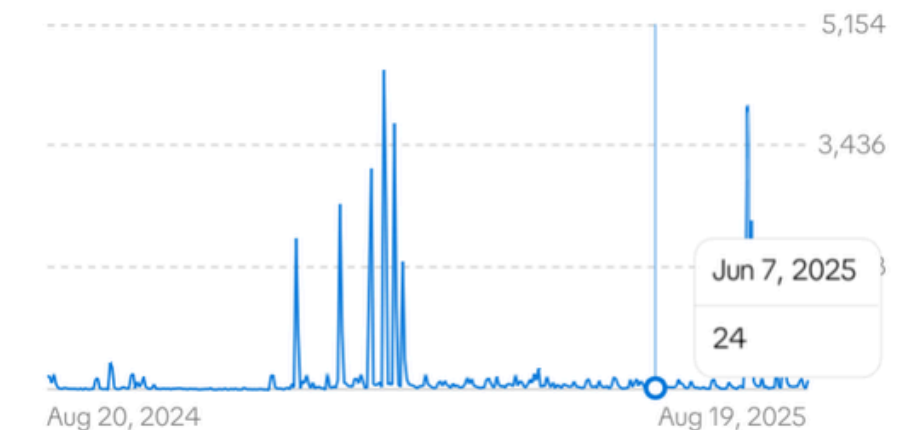


Overview Content Viewers Followers LIVE

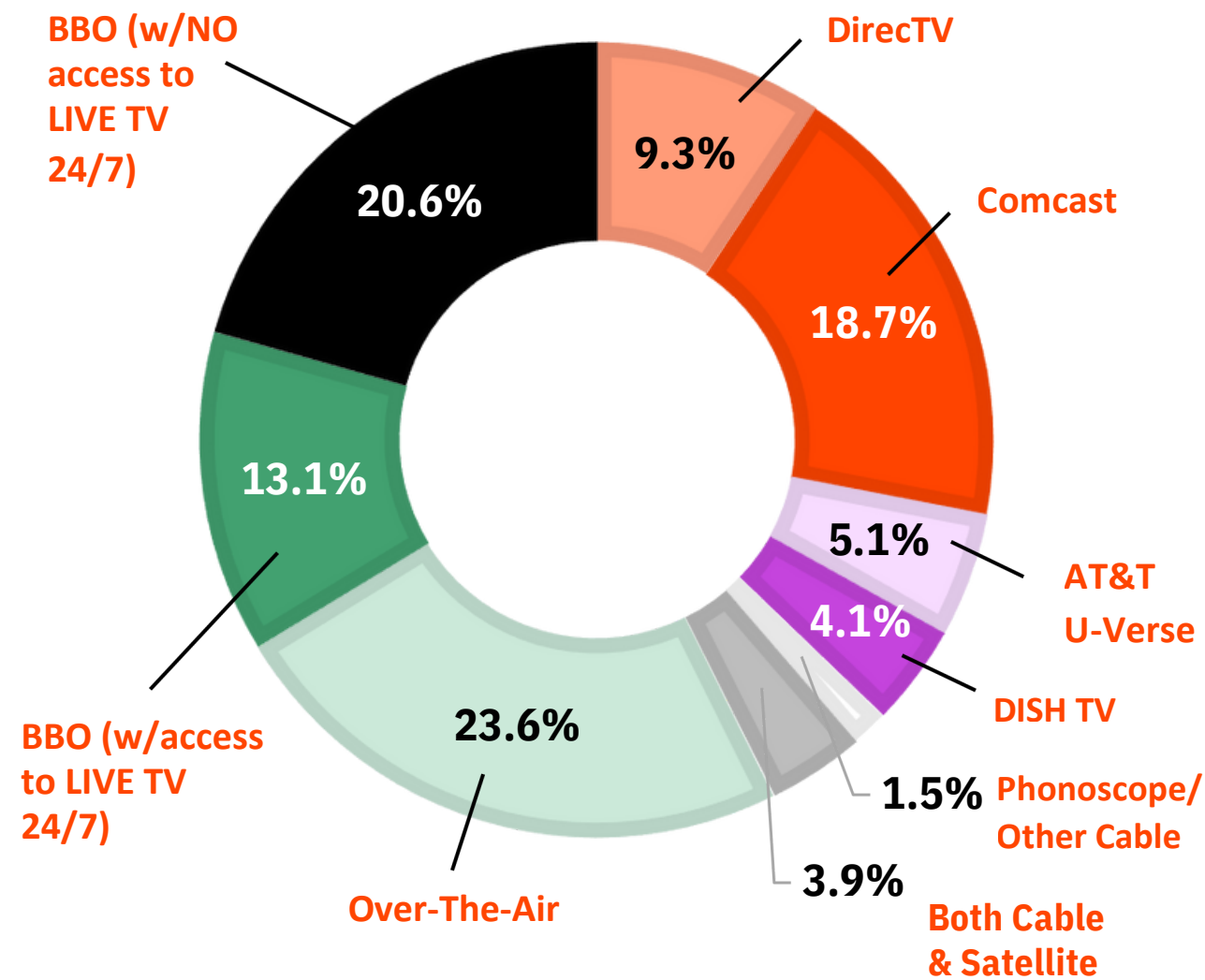
28 days 60 days 365 days Custom

Key metrics
Aug 20, 2024 - Aug 19, 2025

Post views 54K	Profile views 425
Likes 4,203	Comments 60
Shares 153	Est. rewards -



HOUSTON-CABLE/ADS/OT DELIVERY...



Television Provider	KIAH-CW39	MIAH-ANT
Over-The-Air	39.1	39.2
AT&T U-Verse (Basic-SD)	5	--
AT&T U-Verse (Digital-HD)	1005	--
Comcast (Basic-SD)**	5	--
Comcast (Digital-SD)**	5	--
Comcast (Digital-HD)**	605	318
Phonoscope (Basic-SD)	3	--
Phonoscope (Digital-SD)	3	--
Phonoscope (Digital-HD)	315	101
DirectTV (Digital+Local)	39	--
Dish Network (Digital+Local)	39	--

HOUSTON, TEXAS IN REVIEW...

HOUSTON

The fourth largest city in the U.S. and the most populated city in Texas. Houston (nicknamed "Space City" for its NASA presence), has become a global city, with strengths in culture, medicine and research. Alive with energy and rich in diversity, H-Town is a dynamic mix of imagination, talent and first-class attractions that make it a world-class city.

MARKET NO. 6

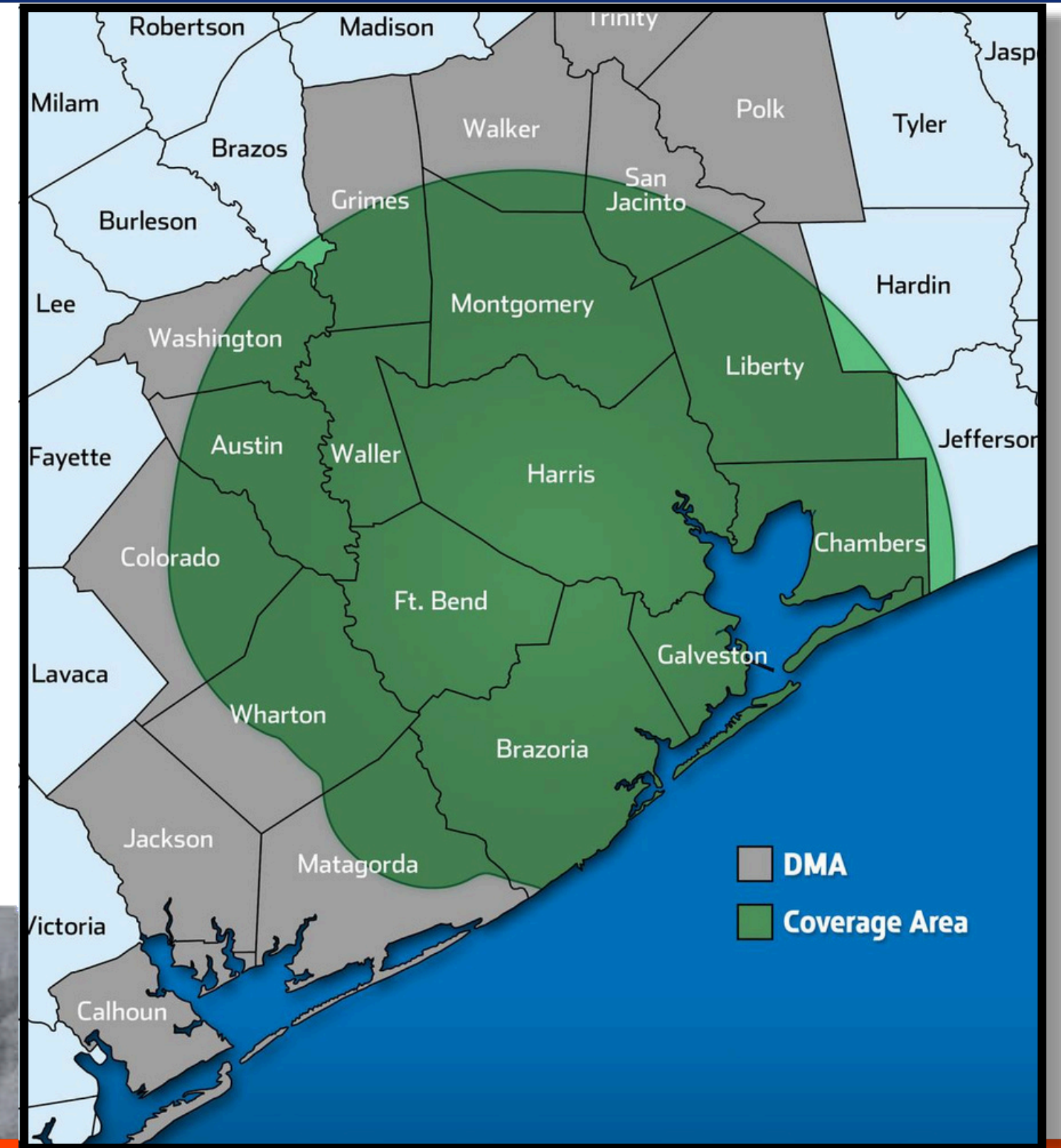
(Hispanic Market Rank #4, Black Market Rank #6, Asian Market Rank #9)

POPULATION (2+): 7,675,638

TV HOUSEHOLDS: 2,797,420

COUNTIES in DMA: 20

COUNTIES in METRO: 9





THANK YOU

Gracias

INQUIRIES:

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