

Who is

LatinoCleveland?

LatinoCleveland's mission is to be the source for all things Hispanic in Northeast Ohio, bridge the gap between Hispanics and non-Hispanics, and fulfill the need for bilingual Hispanic-centered advertising and marketing campaigns from the fastest growing demographic in the City of Cleveland.

LatinoCleveland has the capability of conveying your message effectively to reach the *Latino* market through different media outlets.

LatinoCleveland also assists in nonprofit fundraising **having a strong relationship with the community** and organizations such as the Hispanic Alliance, Julia De Burgos, Esperanza, La Nueva Vida church, among others. Latino Cleveland is a true community champion ensuring that these organizations can deliver their critical mission.

Latino Cleveland LLC is a certified minority owned business by the City of Cleveland.

The Hispanic market is a target market that is underserved by the traditional media outlets; television, print, and radio.

The Hispanic market it is the fastest growing minority in the Greater Cleveland Area with over \$1.8 billion in buying power. The State of Ohio's total population grew by 5% while the Hispanic population grew 63%, according to the latest 2010 census.

The term "Hispanic" and "Latino" are two words used by the census to represent a group of people that identify with 21 countries spanning North America, Caribbean Islands, Europe, Africa, Central America, and South America.



Myra Rosario, CEO & Marketing Director .

Ms. Rosario has 15 years of media buying, minority marketing, and advertising experience in radio and online media.

Her accomplishments include winning the **2010 Civic Innovation Lab Grant** and has been recognized by "**Cuarenta/Cuarenta**" which is Kaleidoscope's Magazine that features 40 Hispanic leaders age 45 and under who are making significant contributions in the Greater Cleveland area.

Ms. Rosario boasts a client list from over 30 market categories including: Convencion Hispana 2010, IX Center, and McDonalds of Northeast Ohio.

Some of our clients

