

MLatino Media, LLC. “Ayudemos Todos” | COVID-19 2020



MN COVID-19 R/T CONTRACT

Project Summary:

MLatino Media will plan and implement a statewide advertising and outreach campaign to create awareness among those who identify themselves as part of the Hispanic, Latinx, or Latino Community in Minnesota, in order to amplify the messaging, strategies, and up to date efforts related to COVID-19 by the Minnesota Department of Health. A comprehensive advertising and public awareness media campaign in partnership with Hispanic media outlets includes local radio stations, specific non-commercial radio shows, new media outlets, social media; outdoor billboards and regional Hispanic newspapers in Minnesota.

Printed Materials

Billboards



22.8x10.5 Billboard



Standard Billboard

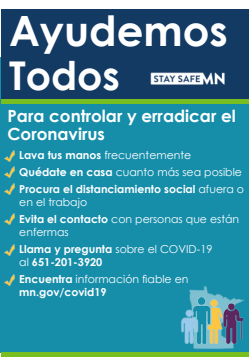
Posters & Fliers



4.75x7.25 Flier



5x7 Flier



11x17 Poster



940x788 Poster

Web Materials

Adds



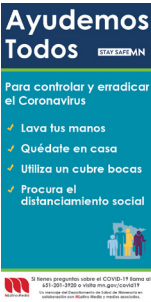
300x250



400x400



700x590



300x600



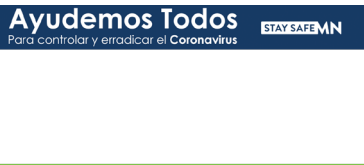
120x600

Newsletter Header



Social Media

Social Media Templates



Facebook Post



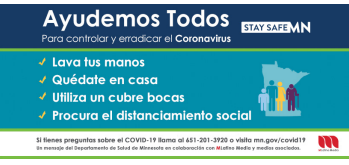
Instagram (landscape)



Instagram (square)

Instagram (portrait)

Facebook Banner



Facebook Post Example

