# The HispanicWebMonitor Report.

## Online Brand and Advertiser Report for the Month of October, 2001

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- Active brands this month by Advertiser category *(pgs. 19 - 32)*
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**About the HispanicWebMonitor Report:**

The *HispanicWebMonitor Report* provides timely intelligence on online advertisers targeting Hispanics in the U.S. and Puerto Rico. Data are reported for all the major Hispanic portals as well as numerous news and entertainment verticals that carry outside advertising.

The *HispanicWebMonitor Report* is available by subscription on a weekly or monthly basis. Individual reports and custom analyses are also available. For further information on the *HispanicWebMonitor Report*, please contact:


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# HispanicWebMonitor Report: New Brands

| New Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 1 | Accu-Chek.com | Roche Diagnostics Corporation | Hollywood.com en Espanol | http://www.accu-chek.com/index_next.cfm?s=ADVT&p=RON&c=3763 |
| 2 | Adopt2000Houston.org | Center for Community Initiatives of the Greater Houston Community Foundation | NetMio | http://www.adopt2000houston.org/ |
| 3 | AmericaScores.org | America Scores | El Nuevo Herald | http://www.americascores.org/landing/index.htm |
| 4 | AmericaTel.net "Tarjetas Prepagadas" | Americatel Corporation | 123.com | http://www.americatel.net/uniendo_business/index.htm |
| 5 | AOL Mensajero Instantáneo | AOL Latin America | CNN en Espanol | http://www.latam.aol.com/aimcnn/ |
| 6 | Armstrong Ford | Armstrong Ford | NetMio | http://www.buyaford.com/ |
| 7 | Arteaga's Super Save Food Center (San Francisco) | Arteaga's Super Save Food Center (San Francisco) | NetMio | http://www.hbcifl.com/SanFrancisco/arteaga/index_es.htm |
| 8 | Aspinalls.com Online Casino | Aspinalls Online Limited | Qbueno.com | http://www.aspinalls.com/download/landing_4.asp |
| 9 | AtlantaLatino.com | Atlanta Latino, Inc. | 123.com | http://www.atlantalatino.com/ |
| 10 | Bally Total Fitness | Bally Total Fitness | NetMio | http://www.hbcifl.com/Dallas/ballysNew/bally_es.htm |
| 11 | "Bandits" | FOXPuertoRico.com/20th Century Fox | MovieLinePR.com | http://www.foxpuertorico.com/bandits_1.html |
| 12 | California Speedway | California Speedway | NetMio | http://www.hbcifl.com/LA/calspeedway/speedway.htm |
| 13 | Carolina Rice | Riviana Foods, Inc. | NetMio | http://www.carolinarice.com/scholarship/ |
| 14 | CineMax | Home Box Office | NetMio | http://www.hbo.com/camp/200109CF/101455/ |
| 15 | Cingular Puerto Rico | Cingular Wireless | Zonai | http://www.cingularpr.com/endi/endi_hablagratis.html |
| 16 | Citibank - Diners Club | CitiCorp | Qbueno.com | https://www.citibank.com/dinersus/bounties/orbbanner/app_cont.htm?adPlacementID=15814&bannerID=4203&thisevent=0&product1=360 |
| 17 | Coca-Cola "Mix-Master" | The Coca-Cola Company | LoQueSea-U.S. | http://us.loquesea.com/cocacola/ |
| 18 | CoolSavings.com | CoolSavings.com, Inc. | Batanga.com | http://www109.coolsavings.com |
| 19 | Department of Aging & Independent Services | County of San Diego | NetMio | http://www.ais-sd.net/ |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 20 | Diet Coke ("Their First Break") | The Coca-Cola Company | Hollywood.com en Espanol | http://a1428.g.akamai.net/7/1428/1224/0001/216.35.185.221/misc/coke/io5113/theirfirstbreak.html |
| 21 | DietCoke.com | The Coca-Cola Company | NetMio | http://www.dietcoke.com/ |
| 22 | DirecTV DSL | DirecTV Broadband, Inc. | Qbueno.com | http://www.directvdsl.com/index.asp?promoid=1231200118774681240SI102074PCCCC888 |
| 23 | DolphinMall.com | Taubman Centers, Inc. | NetMio | http://www.dolphinmall.com/ |
| 24 | e-Credit.com | Banco Serfin | PSN.com - U.S. | https://www.e-credit.com.mx/tdc/servlet/Default?12rft50180031ald5064 |
| 25 | FingerHut.com en Espanol | FingerHut | Univision | http://espanol.fingerhut.com/cgi-bin/tuhf/templates/gate.jsp?dest=fhs/index.jsp&site=espanol&trcd=ES_uv_ultimo&_mpn=1641182&dl_type=product&dept=20CX7 |
| 26 | FlaHospitals.com | HCA Information Technology & Services, Inc. | NetMio | http://www.flahospitals.com/custompage.asp?guidcustomcontentid={6BCC7A3E-5517-449B-92F1-50C51FEC6477} |
| 27 | Gatorade.com.mx | Stokely-Van Camp, Inc | SportsYa.com - U.S. | http://www.gatorade.com.mx/ |
| 28 | Glendale Infiniti | Glendale Infiniti | NetMio | http://www.hbcifl.com/LA/glendale/index_es.htm |
| 29 | GoldenPalace.com | Golden Palace Online Casino | Batanga.com | http://www.goldenpalace.com/ |
| 30 | HispanicBud.com | Anheuser-Busch, Inc. | NetMio | http://www.hispanicbud.com/docs/default.htm |
| 31 | HollywoodRecords.Go.com | Disney Enterprises, Inc. | Univision | http://hollywoodrecords.go.com/nydiarojas/ |
| 32 | HomesteadMiamiSpeedway.com | Homestead Miami Speedway | NetMio | http://www.homesteadmiamispeedway.com/ |
| 33 | iWon.com | iWon, Inc. | Batanga.com | http://www.iwon.com/home/registration_thirdparty/ |
| 34 | Kelley Blue Book | Kelley Blue Book | Batanga.com | http://www.kbb.com/kb/ki.dll/kw.kc.tp?kbb&&1&nc1 |
| 35 | LOFT Magazine | Zoom Media Group, Inc. | PSN.com - U.S. | https://www.punto-com.com/secure/loft/suscribase.asp?COD=BPS1 |
| 36 | L'Oreal "Cita con el Destino" | L'Oreal USA, Inc. | Starmedia - United States | http://www.starmedia.com/launchUSH/LorealParis/contest |
| 37 | Lydia's Club Caliente (San Diego) | Lydia's Club Caliente (San Diego) | NetMio | http://www.hbcifl.com/SanDiego/lydiasclubcaliente/clubcaliente.htm |
| 38 | Microsoft Windows Media Player | Microsoft Corporation | Batanga.com | http://www.microsoft.com/windows/windowsmedia/en/download/default.asp |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 39 | MiFuturo.com | eresMas | Starmedia - United States | http://www.mifuturo.com/?2001.10.8.7.40.29.0 |
| 40 | Monsters, Inc. | Disney Enterprises, Inc./Pixar Animation Studios | Univision | http://cgi.univision.com/cgi-bin/popper/popper.cgi?w=520&h=545&s=1&r=1&st=0&m=0&t=0&lb=0&l=http://cgi.univision.com/cgi-bin/puzzle/makePuzzlePopup.cgi?name=monstersinc_20011029&ext=jpg&cols=4&rows=4 |
| 41 | MundoPadres.com | eresMas | Starmedia - United States | http://www.mundopadres.com/?Timestamp |
| 42 | MyNewDaewoo.com | Daewoo of Miami/North Dade | NetMio | http://www.mynewdaewoo.com/ |
| 43 | NetFlip.com | NetFlip | El Nuevo Herald | http://www.netflip.com/nf/esh/land?s=es1hpfcv5p13&email=&hid=6385441 |
| 44 | Nexium | AstraZeneca LP | Qbueno.com | http://www.purplepill.com/home.asp |
| 45 | PAACO Automotive Group | PAACO Automotive Group | NetMio | http://7580.adahost.com/dev/paaco_netmio.html |
| 46 | Pacific Gas & Electric Company | PG&E Corporation | NetMio | http://www.pge.com/001_res_svc/financial_assistance/care.shtml |
| 47 | PeoplePC.com | PeoplePC, Inc. | Batanga.com | http://www.peoplepc.com/people_packages/index.asp |
| 48 | Principal Financial Corp. | Principal Financial Corp. | NetMio | http://www.hbcifl.com/Chicago/pfinancial/index_es.htm |
| 49 | SinDeudas.org | Consolidated Credit Counseling Services, Inc. | Yahoo en Espanol | http://www.sindeudas.org/ |
| 50 | SuperPages.com en Espanol | Verizon New Media Services Inc. | Univision | http://espanol.superpages.com/ |
| 51 | SuperPages.com en Espanol | Verizon New Media Services Inc. | Yahoo en Espanol | http://espanol.superpages.com/cities/ |
| 52 | SuperPages.com en Espanol | Verizon New Media Services Inc. | YupiMSN - U.S. | http://espanol.superpages.com/ |
| 53 | The Sharper Image en Espanol | The Sharper Image | Yahoo en Espanol | http://store.yahoo.net/sharperimage-espanol/si637.html |
| 54 | Thumb.com | Thumb.com | Hollywood.com en Espanol | http://www.thumb.com/thumbwars/ |
| 55 | TireSafety.com en Espanol | Bridgestone/Firestone | Univision | http://www.tiresafety.com/espanol/index.htm |
| 56 | TouchTellComm.com | Touch Tell Communication | NetMio | http://www.touchtellcomm.com/ |

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| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 57 | ToyotaofHomestead.com | Armstrong Toyota of Homestead | NetMio | http://www.toyotaofhomestead.com/ |
| 58 | TransExpress.com | Trans Express, Inc. | LatinTrade.com | http://usa.transexpress.com/en/index.asp |
| 59 | VeriSign | VeriSign, Inc. | El Nuevo Herald | http://www.netsol.com/en_US/promotions/offers/name-it/dot-info.jhtml?siteid=55&channelid=P32C55S1N0B2A8D98V100&clickid=1000000000 |
| 60 | Verizon "On the Line" Sweepstakes | Verizon Communications | Ritmoteca.com | http://www.musicvision.com/ontheline/index.html |
| 61 | VolvoCars.com | Volvo Cars of North America, LLC | Starmedia - United States | http://new.volvocars.com/models/S60/index.shtml |
| 62 | VolvoCars.com | Volvo Cars of North America, LLC | Terra-U.S.(Spanish) | http://new.volvocars.com/models/xc/index.shtml |
| 63 | Windows XP | Microsoft Corporation | YupiMSN - U.S. | http://www.yupimsn.com/tecnologia/software/windowsxp/ |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 1 | 123.com | Americatel Corporation | NetMio | http://www.123.com/ |
| 2 | 123.com | Americatel Corporation | Yahoo en Espanol | http://www.123.com/internet/conectate/default.htm |
| 3 | Accu-Chek.com | Roche Diagnostics Corporation | Hollywood.com en Espanol | http://www.accu-chek.com/index_next.cfm?s=ADVT&p=RON&c=3763 |
| 4 | Adopt2000Houston.org | Center for Community Initiatives of the Greater Houston Community Foundation | NetMio | http://www.adopt2000houston.org/ |
| 5 | AMER Leasing Sales, Inc | AMER Leasing Sales, Inc | NetMio | http://www.hbcifl.com/Chicago/amerleasing/amerleasing_sp.htm |
| 6 | AmericaEconomia.com | Dow Jones & Co. | Wall Street Journal Interactivo (Spanish) | http://www.americaeconomia.com/ |
| 7 | American Family Insurance | American Family Insurance | NetMio | http://www.amfam.com/ |
| 8 | AmericaScores.org | America Scores | El Nuevo Herald | http://www.americascores.org/landing/index.htm |
| 9 | AmericaTel.net "Tarjetas Prepagadas" | Americatel Corporation | 123.com | http://www.americatel.net/uniendo_business/index.htm |
| 10 | AOL Mensajero Instantáneo | AOL Latin America | CNN en Espanol | http://www.latam.aol.com/aimcnn/ |
| 11 | Arcadia | Arcadia | NetMio | http://www.farwestdallas.com/ |
| 12 | Armstrong Ford | Armstrong Ford | NetMio | http://www.buyaford.com/ |
| 13 | ArmyROTC.com | U.S. Army | Starmedia - United States | http://216.33.61.100/clients/army/inicio.html |
| 14 | Arteaga's Super Save Food Center (San Francisco) | Arteaga's Super Save Food Center (San Francisco) | NetMio | http://www.hbcifl.com/SanFrancisco/arteaga/index_es.htm |
| 15 | Aspinalls.com Online Casino | Aspinalls Online Limited | Qbueno.com | http://www.aspinalls.com/download/landing_4.asp |
| 16 | AtlantaLatino.com | Atlanta Latino, Inc. | 123.com | http://www.atlantalatino.com/ |
| 17 | Autokam U.S.A. | Autokam U.S.A. | NetMio | http://city.netmio.com/city/houston/coupon/detail/1,1321,CI7-ID40-LGes,00.html |
| 18 | Bally Total Fitness | Bally Total Fitness | NetMio | http://www.hbcifl.com/Dallas/ballysNew/bally_es.htm |
| 19 | Bancasa.com | Bancasa International Corporation | 123.com | http://www.bancasa.com/index_sp.html |

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| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 20 | BancoChase.com | Chase Manhattan Corporation | Starmedia - United States | http://www.chase.com/chase/gx.cgi/FTcs?pagename=Chase/Href&urlname=banco/redirect |
| 21 | "Bandits" | FOXPuertoRico.com/20th Century Fox | MovieLinePR.com | http://www.foxpuertorico.com/bandits_1.html |
| 22 | BeaconCouncil.com | The Beacon Council | LatinTrade.com | http://www.beaconcouncil.com/ |
| 23 | BirdRoadMazda.com | Bird Road mazda | NetMio | http://www.birdroadmazda.com/ |
| 24 | Blue from American Express | American Express Company | Invertia - U.S. | http://bluemusic.launch.com/ |
| 25 | Blue from American Express | American Express Company | Terra-U.S.(English) | http://bluemusic.launch.com/ |
| 26 | Blue from American Express | American Express Company | Terra-U.S.(Spanish) | http://bluemusic.launch.com/ |
| 27 | BradyNet.com | IDEAGlobal.com | YupiMSN - U.S. | na |
| 28 | Budweiser | Anheuser-Busch, Inc. | ESPN Deportes - U.S. | http://budweiser.com/ |
| 29 | C2it.com | Citibank F.S.B. | CNN en Espanol | na |
| 30 | C2it.com | Citibank F.S.B. | ESPN Deportes - U.S. | https://www.c2it.com/bannerXX/index.html?referral=K6GBG0GE9W |
| 31 | C2it.com | Citibank F.S.B. | Starmedia - United States | https://www.c2it.com/bannerXX/index.html?referral=K8GBG0GF8W |
| 32 | C2it.com | Citibank F.S.B. | Terra-U.S.(Spanish) | https://www.c2it.com/bannerXX/index.html?referral=K7GBG0GF5W |
| 33 | C2it.com | Citibank F.S.B. | Univision | https://www.c2it.com/bannerXX/index.html?referral=K7GBG0GE0W |
| 34 | California Speedway | California Speedway | NetMio | http://www.hbcifl.com/LA/calspeedway/speedway.htm |
| 35 | CalTeach.com | California Center for Teaching Careers | Hispanic Online | http://www.calteach.com/ |
| 36 | CantorRelief.org | Cantor Fitzgerald Relief Fund | Qbueno.com | http://www.cantorrelief.org/main.php3?communityPath=content/00/00/96/91/27 |
| 37 | CantorRelief.org | Cantor Fitzgerald Relief Fund | Terra-U.S.(Spanish) | http://www.cantorrelief.org/main.php3?communityPath=content/00/00/96/91/27 |
| 38 | CapitalOne.com | Capital One Bank | Batanga.com | http://apply2.capitalone.com/5214/1-83/index.jsp?c=DCaudience&s=05214001083XX91X1XX1BEAT5VP7XX&t=ad |
| 39 | Carolina Rice | Riviana Foods, Inc. | NetMio | http://www.carolinarice.com/scholarship/ |

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| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 40 | Casino on Net | Casino on Net | Starmedia - United States | http://64.14.62.126/lang/default.asp?lang=ES&S=123456&SR=239231&R=[direct] |
| 41 | Casino on Net | Casino on Net | Weather.com (Spanish) | http://64.14.197.176/lang/default.asp?lang=ES&S=123456&SR=247920&R=[direct] |
| 42 | CDNow.com | CDNow Online, Inc. | Batanga.com | http://cdnow.com/from=cr8037918 |
| 43 | Century21.com | Century21.com | Yahoo en Espanol | http://www.century21.com/Century21Internet/index.asp?pageID=spanish/spanish.asp |
| 44 | Chevron Credit Card | Chevron USA, Inc. | LaOpinion.com | http://www.laopinion.com/chevron/ |
| 45 | Chevy Si | Chevrolet | Starmedia - United States | http://www.chevrolet.com/hispanic/ |
| 46 | Chevy Si | Chevrolet | Terra-U.S.(English) | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| 47 | Chevy Si | Chevrolet | Terra-U.S.(Spanish) | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| 48 | Chevy Si | Chevrolet | Univision | http://www.chevrolet.com/hispanic/silverado/index.htm |
| 49 | Chevy Si | Chevrolet | YupiMSN - U.S. | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| 50 | Chicas A1 for Men | Terra Lycos, S.A. | HispanicBusiness.com | http://www.terra.com/ |
| 51 | Chicas A1 for Men | Terra Lycos, S.A. | LatinTrade.com | http://www.terra.com/ |
| 52 | CineMax | Home Box Office | NetMio | http://www.hbo.com/camp/200109CF/101455/ |
| 53 | CineVistaPR.com | Cinevista Theatres | Starmedia - Puerto Rico | http://www.cinevistapr.com/ |
| 54 | Cingular Puerto Rico | Cingular Wireless | Zonai | http://www.cingularpr.com/endi/endi_hablagratis.html |
| 55 | Citibank - Diners Club | CitiCorp | Qbueno.com | https://www.citibank.com/dinersus/bounties/orbbanner/app_cont.htm?adPlacementID=15814&bannerID=4203&thisevent=0&product1=360 |
| 56 | Club DMX | Club DMX | NetMio | http://www.clubdmx.com/ |
| 57 | CNNenEspanol.com | Cable News Network LP, LLLP | PSN.com - U.S. | http://www.cnnenespanol.com/servicios/titulares/ |
| 58 | Coca-Cola "Mix-Master" | The Coca-Cola Company | LoQueSea-U.S. | http://us.loquesea.com/cocacola/ |
| 59 | Colonize.com | Colonize.com | Batanga.com | http://www.colonize.com/mvis.php3 |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 60 | Colonize.com | Colonize.com | Hollywood.com en Espanol | http://www.colonize.com/l904.php3 |
| 61 | Colonize.com | Colonize.com | Qbueno.com | http://www.colonize.com/real.php3 |
| 62 | Columbiahouse.com | Columbia House | Batanga.com | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fmojofarm%2Emediaplex%2Ecom%2Fad%2Fck%2F990%2D1736%2D2266%2D373&LanguageID=sp&campaign=BAT-ColH_DVD5 |
| 63 | Columbiahouse.com | Columbia House | Ritmoteca.com | http://www10.chdvd.com/s2/genre;jsessionid=aaat8hvARj2fb6kW6CwVyQgy_FLYtHvZ?dk=7Y8&club=3&source=7923 |
| 64 | ConsumerInfo.com | ConsumerInfo.com | Batanga.com | http://www.consumerinfo.com/home_pca.asp?sc=09740175 |
| 65 | CoolSavings.com | CoolSavings.com, Inc. | Batanga.com | http://www109.coolsavings.com |
| 66 | Countrywide Home Loans, Inc. | Countrywide Home Loans, Inc. | Univision | http://casa.univision.com/conectese_con_un_prestador.html |
| 67 | Daily News Charities, Inc. | NY Daily News | El Nuevo Herald | http://www.nydailynews.com/manual/news/Attack/help.asp |
| 68 | Department of Aging & Independent Services | County of San Diego | NetMio | http://www.ais-sd.net/ |
| 69 | DeRemate.com | DeRemate.com | 123.com | http://usa.deremate.com/index.html |
| 70 | Despegar.com | Despegar.com | LatinTrade.com | http://www.latintrade.com/newsite/despegar/index.cfm |
| 71 | Despegar.com | Despegar.com | Starmedia - Puerto Rico | http://www.us.despegar.com/paginas/default/default.asp?pais=2&idcob=392&pag=us_promo50off.asp |
| 72 | Despegar.com | Despegar.com | Starmedia - United States | http://www.us.despegar.com/paginas/default/default.asp?pais=2&idcob=392&pag=us_promo50off.asp |
| 73 | Despegar.com | Despegar.com | Univision | http://www.us.despegar.com/paginas/cobranded/univision/homeunv.asp |
| 74 | Despegar.com | Despegar.com | Yahoo en Espanol | http://www.statefarm.com/esp/homepage.htm |
| 75 | Diet Coke ("Their First Break") | The Coca-Cola Company | Hollywood.com en Espanol | http://a1428.g.akamai.net/7/1428/1224/0001/216.35.185.221/misc/coke/io5113/theirfirstbreak.html |
| 76 | DietCoke.com | The Coca-Cola Company | NetMio | http://www.dietcoke.com/ |
| 77 | DirecTV DSL | DirecTV Broadband, Inc. | Qbueno.com | http://www.directvdsl.com/index.asp?promoid=1231200118774681240SI102074PCCCC888 |
| 78 | DolphinMall.com | Taubman Centers, Inc. | NetMio | http://www.dolphinmall.com/ |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 79 | Doritos | Frito-Lay, Inc. | Zonai | http://dearmas-designs.com/doritos/ |
| 80 | Dr. Rico-Perez | Dr. Rico-Perez | NetMio | http://dr-ricoperez.com/default2.cfm |
| 81 | DurantAutoplex.com | Durant Autoplex | NetMio | http://www.durantautoplex.com/ |
| 82 | EarthShare.org | Earth Share | El Nuevo Herald | http://www.earthshare.org/ |
| 83 | e-Credit.com | Banco Serfin | PSN.com - U.S. | https://www.e-credit.com.mx/tdc/servlet/Default?12rft50180031ald5064 |
| 84 | El Sitio | El Sitio | CNN en Espanol | http://www.elsitio.com/scripts/gl/tecnologia/index.php3 |
| 85 | El Sitio | El Sitio | Weather.com (Spanish) | http://www.elsitio.com/scripts/gl/astrologia/ |
| 86 | ElNavy.com | U.S. Navy | LaMusica | http://www.elnavy.com/ |
| 87 | Epson (latin.epson.com) | Epson America, Inc. | Cartoon Network - Spanish | http://www.tntla.com/espanol/win/passport.html |
| 88 | Epson (latin.epson.com) | Epson America, Inc. | CNN en Espanol | http://www.tntla.com/espanol/win/passport.html |
| 89 | Equifax Consumer Services | Equifax | El Nuevo Herald | https://www.econsumer.equifax.com/webapp/ConsumerProducts/pgConsumerProducts?^start=&orderSource=KRB&productId=4 |
| 90 | Explosion-Musical.com | Procter & Gamble | NetMio | http://www.explosion-musical.com/ |
| 91 | Explosion-Musical.com | Procter & Gamble | Yahoo en Espanol | http://www.explosion-musical.com/spanish/ |
| 92 | FEMA.gov | Federal Emergency Management Agency | Qbueno.com | http://www.fema.gov/nwz01/nwz01_99.htm |
| 93 | Fiera.com | Fiera.com | 123.com | http://us.fiera.com/servlets/Shop?siteid=0&screen=6&sku=1806781&country=USA&language=SPA |
| 94 | FingerHut.com en Espanol | FingerHut | Univision | http://espanol.fingerhut.com/cgi-bin/tuhf/templates/gate.jsp?dest=fhs/index.jsp&site=espanol&trcd=ES_uv_ultimo&_mpn=1641182&dl_type=product&dept=20CX7 |
| 95 | Firehouse.com | Cygnus Business Media | Batanga.com | http://www.firehouse.com/ |
| 96 | FlaHospitals.com | HCA Information Technology & Services, Inc. | NetMio | http://www.flahospitals.com/custompage.asp?guidcustomcontentid={6BCC7A3E-5517-449B-92F1-50C51FEC6477} |
| 97 | FordEspiritu.com | Ford Motor Company | NetMio | http://www.fordespiritu.com/seminarios/ |

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# HispanicWebMonitor Report: Active Brands This Month

| Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 98 | Gateway.com | Gateway, Inc. | Univision | http://especiales.univision.com/contentuvn/technology/gateway/index.html |
| 99 | Gatorade.com.mx | Stokely-Van Camp, Inc | SportsYa.com - U.S. | http://www.gatorade.com.mx/ |
| 100 | Gemelo.com | Gemelo.com | Cartoon Network - Spanish | http://spa.loquesea.com/cobranded/userlogin.php?deal_id=4 |
| 101 | General Motors Aventuras del Camino | General Motors Corporation | Univision | http://aventuras.univision.com/889_av_lug_cit.html |
| 102 | GetSmart.com | GetSmart.com | Batanga.com | http://www.getsmart.com/mortgage/HomeBanner?banner_id=X5618/cba99PGSMGy323807/allbanners.gif&sourceid=160060 |
| 103 | GetSmart.com | GetSmart.com | Hollywood.com en Espanol | http://www.getsmart.com/BannerGSVisa?banner_id=X4284/cba99PGSCCy226190/allbanners.gif |
| 104 | GetSmart.com | GetSmart.com | Qbueno.com | http://www.getsmart.com/BannerGSVisa?banner_id=W132X6290/cba99PGSCCy323807/allbanners.gif&sourceid=VN4.rm.ron |
| 105 | GetSmart.com | GetSmart.com | Ritmoteca.com | http://www.getsmart.com/BannerGSVisa?banner_id=X6165/cba99PGSCCy323807/allbanners.gif&sourceid=hs0219366 |
| 106 | Gillette Mach 3 | The Gillette Company | PSN.com - U.S. | http://www.psn.com/int/gillette/index.asp |
| 107 | Glendale Infiniti | Glendale Infiniti | NetMio | http://www.hbcifl.com/LA/glendale/index_es.htm |
| 108 | GoArmy.com | U.S. Army | ESPN Deportes - U.S. | http://banner.goarmy.com/banrtrck/banrdocs/armyop77.jsp;jsessionid=banner.goarmy.com-1a8b%3A3bcc44fc%3A71c289aa48cf085?banner=3665-013i-0038-0401-77 |
| 109 | GoArmy.com | U.S. Army | Terra-U.S.(Spanish) | http://banner.goarmy.com/banrtrck/banrdocs/armyop63.jsp;jsessionid=banner.goarmy.com-7199%3A3bd655f0%3Acdabf6cad976ce4?banner=3117-013i-0040-0401-63 |
| 110 | GoldenPalace.com | Golden Palace Online Casino | Batanga.com | http://www.goldenpalace.com/ |
| 111 | Granja del Sol | Molinos | Cartoon Network - Spanish | http://www.granjaonline.com.ar/patitas.htm |
| 112 | GravityDirect.net | DoubleClick, Inc. | Batanga.com | http://www.gravitydirect.net/ |
| 113 | Guatemala.travel.com.gt | Guatemala Tourist Commission | El Nuevo Herald | http://www.guatemala.travel.com.gt/ |
| 114 | Hallmark.com | Hallmark Cards, Inc. | Terra-U.S.(English) | http://www.hallmark.com/hmk/Website/AboutHallmark/tk_article.jsp?BV_SessionID=@@@@0965147832.1002512585@@@@&BV_EngineID=fadccedkgiembedcfchcgl.0&CONTENT_KEY=FLOWERS_TERRA_PROMO&CONTENT_TYPE=ARTICLE&fromPage= |
| 115 | Health Net of California | Foundation Health Systems | LaOpinion.com | http://www-dev.healthnet.com/salud/default.asp |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 116 | Helping.org | AOL Time Warner Foundation | Starmedia - United States | http://www.helping.org/ |
| 117 | Hispanic Heritage Awards | Hispanic Heritage Awards Foundation | Starmedia - United States | http://www.starmedia.com/hispanicawards |
| 118 | HispanicBud.com | Anheuser-Busch, Inc. | NetMio | http://www.hispanicbud.com/docs/default.htm |
| 119 | HollywoodRecords.Go.com | Disney Enterprises, Inc. | Univision | http://hollywoodrecords.go.com/nydiarojas/ |
| 120 | HomesteadMiamiSpeedway.com | Homestead Miami Speedway | NetMio | http://www.homesteadmiamispeedway.com/ |
| 121 | HotelDiscount.com | Hotel Reservations Network | El Nuevo Herald | http://www.180096hotel.com/cgi-bin/pickcity?SID=RCT&LKF=RCT |
| 122 | Hpshopping.com | Hewlitt-Packard | Terra-U.S.(Spanish) | http://www.shopping.hp.com/cgi-bin/hpdirect/shopping/scripts/home/store_access.jsp?template_type=s&script_name=site_entrance.cgi |
| 123 | IBM.com | IBM | Hispanic Online | http://www-3.ibm.com/e-business/lp/innov4.html?formId=19&P_FormId=19&P_Site=&P_Campaign=101C4W13&P_Creative=CM_Pete_D_LP&c=Constituent_Marketing_Q4&n=CM_Pete_D_LP&r=/business&t=ad |
| 124 | IBM.com | IBM | HispanicBusiness.com | http://www-3.ibm.com/e-business/lp/innov4.html?formId=19&P_FormId=19&P_Site=&P_Campaign=101C4W13&P_Creative=CM_Pete_D_LP&c=Constituent_Marketing_Q4&n=CM_Pete_D_LP&r=/business&t=ad |
| 125 | ImportCARD Financial | Hemisphere National Bank | LatinTrade.com | http://www.importcard.com/ |
| 126 | Infinity Laser Centers | Infinity Laser Centers | Zonai | http://www.infinitylaserpr.com/ |
| 127 | Ithan PC's | Ithan PC's | El Nuevo Herald | http://www.ithanpc.com/ |
| 128 | iWon.com | iWon, Inc. | Batanga.com | http://www.iwon.com/home/registration_thirdparty/ |
| 129 | JustforMen.com | Combe International Limited | Invertia - U.S. | http://www.justformen.com/ |
| 130 | JustforMen.com | Combe International Limited | Terra-U.S.(English) | http://www.justformen.com/ |
| 131 | JustforMen.com | Combe International Limited | Terra-U.S.(Spanish) | http://www.justformen.com/ |
| 132 | Kelley Blue Book | Kelley Blue Book | Batanga.com | http://www.kbb.com/kb/ki.dll/kw.kc.tp?kbb&&1&nc1 |

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# HispanicWebMonitor Report: Active Brands This Month

| Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 133 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Hispanic Online | http://www.lafamilianet.net/ |
| 134 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | HispanicBusiness.com | http://www.lafamilianet.net/ |
| 135 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Terra-U.S.(English) | http://www.lafamilianet.net/ |
| 136 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Terra-U.S.(Spanish) | http://www.lafamilianet.net/ |
| 137 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Univision | http://www.lafamilianet.net/ |
| 138 | Lancome Paris | L'Oreal USA, Inc. | Starmedia - Puerto Rico | http://www1.lancome.com/x4/skincare/diag2/questionnaire.asp?mscssid=VABFDX8Q601L8NWTQ4KX5AK2WMAHDJQB |
| 139 | Lancome Paris | L'Oreal USA, Inc. | Starmedia - United States | http://www1.lancome.com/x4/mylancome/index.asp?mscssid=RK6F8KGNP3T59NA7PTE4CN5JVCUJ9DC7 |
| 140 | LaOpinion.com | La Opinion | El Nuevo Herald | http://www.laopinion.com/ |
| 141 | Latin Grammy Awards | Latin Academy of Recording Arts & Sciences | Yahoo en Espanol | http://latingrammy.yahoo.com/ |
| 142 | LatinTrade.com | LatinTrade.com | Cartoon Network - Spanish | http://www.latintrade.com/newsite/conference/special/index.html |
| 143 | LatinVenture.com | LatinVenture.com | Lycos - U.S. Hispanic | http://www.latinventure.com/latin%20venture/html/index.htm |
| 144 | LDOnline.org | LD Online | CNN en Espanol | http://www.ldonline.org/ccldinfo/spanish_index.html |
| 145 | Lexus of Kendall | Lexus of Kendall | YupiMSN - U.S. | http://www.yupimsn.com/lexusofkendall/ |
| 146 | LOFT Magazine | Zoom Media Group, Inc. | PSN.com - U.S. | https://www.punto-com.com/secure/loft/suscribase.asp?COD=BPS1 |
| 147 | L'Oreal "Cita con el Destino" | L'Oreal USA, Inc. | Starmedia - United States | http://www.starmedia.com/launchUSH/LorealParis/contest |
| 148 | Lydia's Club Caliente (San Diego) | Lydia's Club Caliente (San Diego) | NetMio | http://www.hbcifl.com/SanDiego/lydiasclubcaliente/clubcaliente.htm |
| 149 | MasterCard en Espanol | MasterCard International, Inc. | Univision | http://www.mastercard.com/us_es/ourcards/ |
| 150 | MasterCard en Espanol | MasterCard International, Inc. | Yahoo en Espanol | http://www.mastercard.com/us_es/ourcards/ |
| 151 | Maybelline | L'Oreal USA, Inc. | Starmedia - United States | http://www.starmedia.com/launchUSH/Maybelline |
| 152 | MediTrader.com | C5 Health, Inc. | Salud.com | http://www.meditrader.com/ |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 153 | MG Financial Group | MG Financial Group | Yahoo en Espanol | http://spanish.mgforex.com/demo/default.asp?loc=OpenFree |
| 154 | Microsoft Windows Media Player | Microsoft Corporation | Batanga.com | http://www.microsoft.com/windows/windowsmedia/en/download/default.asp |
| 155 | MiFuturo.com | eresMas | Starmedia - United States | http://www.mifuturo.com/?2001.10.8.7.40.29.0 |
| 156 | MiVentanaMovil.com | Cingular Wireless | Starmedia - United States | http://www.miventanamovil.com/internet_movil |
| 157 | Monsters, Inc. | Disney Enterprises, Inc./Pixar Animation Studios | Univision | http://cgi.univision.com/cgi-bin/popper/popper.cgi?w=520&h=545&s=1&r=1&st=0&m=0&t=0&lb=0&l=http://cgi.univision.com/cgi-bin/puzzle/makePuzzlePopup.cgi?name=monstersinc_20011029&ext=jpg&cols=4&rows=4 |
| 158 | Motorola | Motorola, Inc. | Terra-U.S.(Spanish) | http://motorola.one21.net/i2000lander?creative=i85doitall&site=buy-wirless |
| 159 | MovielinePR.com | Zonai.com | MovieLinePR.com | na |
| 160 | MoviStarPR.com | TLD de Puerto Rico | MovieLinePR.com | http://www.movistarpr.com/ |
| 161 | Mundolatino.com | MundoLatino.com | LatinTrade.com | http://www.mundolatino.com/ |
| 162 | MundoPadres.com | eresMas | Starmedia - United States | http://www.mundopadres.com/?Timestamp |
| 163 | MyNewDaewoo.com | Daewoo of Miami/North Dade | NetMio | http://www.mynewdaewoo.com/ |
| 164 | Navy.com | U.S. Navy | Batanga.com | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fwww%2Enavy%2Ecom&LanguageID=sp&campaign=BAT-NavyDiscover |
| 165 | Navy.com | U.S. Navy | LoQueSea-U.S. | http://www.navy.com/ |
| 166 | Net First MasterCard | Net First National Bank | Ask Jeeves en Espanol | http://www.1st-netcard.com/dollars/6044/171/129/index.html?sourceid= |
| 167 | NetFlip.com | NetFlip | El Nuevo Herald | http://www.netflip.com/nf/esh/land?s=es1hpfcv5p13&email=&hid=6385441 |
| 168 | Netmio.com | HBCi, Inc. | Yahoo en Espanol | http://hbci.netmio.com/netmusica/Default_en.asp |
| 169 | Nexium | AstraZeneca LP | Qbueno.com | http://www.purplepill.com/home.asp |
| 170 | NextCard Visa | NextCard Visa | Batanga.com | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fwww%2Enextcard%2Ecom%2Findex%2Ehtml%3Fref%3Dligaudrc%5F8011439&LanguageID=sp&campaign=DIR-visa_best |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 171 | Nextel Mexico | Nextel Communications, Inc. | YupiMSN - U.S. | http://info@nextel.com.mx/zope/nextel |
| 172 | Nextel.com | Nextel Communications, Inc. | YupiMSN - U.S. | http://www.nextel.com/ |
| 173 | Nintendo | Nintendo | Cartoon Network - Spanish | http://www.cartoonnetworkla.com/spanish/gameofthemonth/index.html |
| 174 | Nissan | Nissan North America, Inc. | NetMio | http://hbci.netmio.com/netmusica/nissan/nissan_es.htm |
| 175 | Noches del Pueblo - Miller Genuine Draft | Miller Brewing Co. | LaOpinion.com | http://www.latimes.com/extras/noches/ |
| 176 | NPDF Memorial Fund | National Police Defense Foundation | Patagon.com - U.S. | http://209.116.71.53/police.asp |
| 177 | Orbitz.com | Orbitz, LLC | Batanga.com | http://www.orbitz.com/App/GetDealsDetailsContent?deal_id=multicarrier_fallsale_100501&?$tag.OrbitzCookieName$=$tag.OrbitzID$ |
| 178 | Orbitz.com | Orbitz, LLC | El Nuevo Herald | http://www.orbitz.com/?referralcode=N2870.247 |
| 179 | Orbitz.com | Orbitz, LLC | Ritmoteca.com | http://www.orbitz.com/App/GetDealsDetailsContent?deal_id=eneral_10percentoffsale_102401&referralcode=N2870.pw |
| 180 | PAACO Automotive Group | PAACO Automotive Group | NetMio | http://7580.adahost.com/dev/paaco_netmio.html |
| 181 | Pacific Gas & Electric Company | PG&E Corporation | NetMio | http://www.pge.com/001_res_svc/financial_assistance/care.shtml |
| 182 | Parkland Memorial Hospital | University of Texas Southwestern Medical Center at Dallas | NetMio | http://www3.utsouthwestern.edu/parkland/jobs/index.htm |
| 183 | PeoplePC.com | PeoplePC, Inc. | Batanga.com | http://www.peoplepc.com/people_packages/index.asp |
| 184 | Pidemas - Puerto Rico | Pepsi-Cola Company | Starmedia - Puerto Rico | http://www.puertorico.pidemas.com/ |
| 185 | Ponderosa Restaurantes (Puerto Rico) | BMJ Foods Puerto Rico | MovieLinePR.com | http://www.bmjfoodspr.com/ |
| 186 | Principal Financial Corp. | Principal Financial Corp. | NetMio | http://www.hbcifl.com/Chicago/pfinancial/index_es.htm |
| 187 | Purina.com | Ralston Purina Company | Lycos - U.S. Hispanic | http://www.purina.com/home.asp |
| 188 | Pyramid Research | Pyramid Research, Inc. | LatinTrade.com | http://www.pyramidresearch.com/info/pro_la.asp?ref=N03 |
| 189 | Questionmarket.com | Dynamic Logic | Invertia - U.S. | http://olivia.questionmarket.com/surv/94089/adindex.cgi?survey_num=94089&site=1 |
| 190 | RedCross.org | American National Red Cross | Batanga.com | http://www.redcross.org/ |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 191 | RedCross.org | American National Red Cross | Qbueno.com | http://www.redcross.org/ |
| 192 | RedCross.org | American National Red Cross | Starmedia - United States | http://www.redcross.org/ |
| 193 | RedShield.org | The Salvation Army | Batanga.com | http://www.redshield.org/crisis/ |
| 194 | RedShield.org | The Salvation Army | Qbueno.com | http://www.redshield.org/crisis/ |
| 195 | RedTienda.com | Comercio Digital, S.A. | LatinTrade.com | http://www.redtienda.com/english/index.htm |
| 196 | Register.com | Register.com | Qbueno.com | http://www.register.com/product/info.cgi?SOURCE=MAMMA-info1-sept&mpt=1446383108 |
| 197 | Ritmic.com | eresMas.com | Starmedia - Puerto Rico | http://www.ritmic.com/? |
| 198 | Ritmic.com | eresMas.com | Starmedia - United States | http://www.ritmic.com/? |
| 199 | Samsung Digital Products | Samsung Electronics America | Batanga.com | http://www.samsungusa.com/24hourstreet/bh/Jump24?promotag=dms_i3001101&r=1&ep=e_L90_ros_24hrswinpda2468&bhtime=1002493212403 |
| 200 | SEIU September 11th Relief Fund | Service Employees International Union | Qbueno.com | https://secure-net.com/seiu/index.cfm |
| 201 | Senor Cellular | Senor Cellular | NetMio | http://www.hbcifl.com/Houston/senorCELL/index_es.htm |
| 202 | SinDeudas.org | Consolidated Credit Counseling Services, Inc. | Yahoo en Espanol | http://www.sindeudas.org/ |
| 203 | Slim-Fast Online | Slim-Fast Foods Company | Univision | http://www.slim-fast.com/spanish/index.asp |
| 204 | Southmotors.net | South Motors | El Nuevo Herald | http://www.southmotors.net/ |
| 205 | Southwestern Bell Long Distance | Southwestern Bell Telephone Company | Starmedia - United States | http://www.swbelllongdistance.com/mexico2/?pl_code=MSBC102C2593P44763B44744S0&cprn9254=606475374 |
| 206 | StateFarm.com | State Farm Insurance Company | Yahoo en Espanol | http://www.statefarm.com/esp/homepage.htm |
| 207 | Suncom1.com | TeleCorp PCS | Zonai | http://www.suncom1.com/ |
| 208 | SuperPages.com en Espanol | Verizon New Media Services Inc. | Univision | http://espanol.superpages.com/ |
| 209 | SuperPages.com en Espanol | Verizon New Media Services Inc. | Yahoo en Espanol | http://espanol.superpages.com/cities/ |
| 210 | SuperPages.com en Espanol | Verizon New Media Services Inc. | YupiMSN - U.S. | http://espanol.superpages.com/ |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 211 | Terra - U.S. | Terra Lycos, S.A. | HispanicBusiness.com | http://www.terra.com/ |
| 212 | Terra - U.S. | Terra Lycos, S.A. | LaMusica | http://www.terra.com/promo/alexandrepires/ |
| 213 | Terra - U.S. | Terra Lycos, S.A. | LatinTrade.com | http://www.terra.com/ |
| 214 | ThatsRacin.com | Real Cities | El Nuevo Herald | http://www.thatsracin.com/ |
| 215 | The International Fair of Guatemala (INTERFER) | Coperex | El Nuevo Herald | http://www.coperex.centroamerica.com/ |
| 216 | The Sharper Image en Espanol | The Sharper Image | Yahoo en Espanol | http://store.yahoo.net/sharperimage-espanol/si637.html |
| 217 | Thumb.com | Thumb.com | Hollywood.com en Espanol | http://www.thumb.com/thumbwars/ |
| 218 | TireSafety.com en Espanol | Bridgestone/Firestone | Univision | http://www.tiresafety.com/espanol/index.htm |
| 219 | TouchTellComm.com | Touch Tell Communication | NetMio | http://www.touchtellcomm.com/ |
| 220 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Starmedia - United States | http://www.toyota.com/espanol/ |
| 221 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Terra-U.S.(Spanish) | http://www.toyota.com/espanol/ |
| 222 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Univision | http://www.toyota.com/espanol/ |
| 223 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Yahoo en Espanol | http://www.toyota.com/espanol/ |
| 224 | ToyotaofHomestead.com | Armstrong Toyota of Homestead | NetMio | http://www.toyotaofhomestead.com/ |
| 225 | TransExpress.com | Trans Express, Inc. | LatinTrade.com | http://usa.transexpress.com/en/index.asp |
| 226 | uBid.com | uBid, Inc. | Batanga.com | http://www.ubid.com/cat/get_cat_page.asp?CatID=0&s=uwb63180 |
| 227 | Uniseries.com.ar | Cisneros Television Group | El Sitio - U.S. | http://w3.uniseries.com.ar/scripts/promociones/triviashow/index.php3 |
| 228 | USPS.com | United States Postal Service | HispanicBusiness.com | http://www.usps.com/negocios/ |
| 229 | VeriSign | VeriSign, Inc. | El Nuevo Herald | http://www.netsol.com/en_US/promotions/offers/name-it/dot-info.jhtml?siteid=55&channelid=P32C55S1N0B2A8D98V100&clickid=1000000000 |

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|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| 230 | Verizon "On the Line" Sweepstakes | Verizon Communications | Ritmoteca.com | http://www.musicvision.com/ontheline/index.html |
| 231 | Verizon.com | Verizon Communications | NetMio | http://www.verizon.com/ |
| 232 | Viva Shoes | Viva Shoes | NetMio | http://www.hbcifl.com/Chicago/vivaShoes/index_es.htm |
| 233 | VolvoCars.com | Volvo Cars of North America, LLC | Starmedia - United States | http://new.volvocars.com/models/S60/index.shtml |
| 234 | VolvoCars.com | Volvo Cars of North America, LLC | Terra-U.S.(Spanish) | http://new.volvocars.com/models/xc/index.shtml |
| 235 | WarnerBros.com | Warner Bros. | Ritmoteca.com | na |
| 236 | WesternUnion.com | Western Union Holdings, Inc. | Conectadas.com | http://www.westernunion.com/ |
| 237 | Windows XP | Microsoft Corporation | YupiMSN - U.S. | http://www.yupimsn.com/tecnologia/software/windowsxp/ |
| 238 | World Link Solutions | World-Link, Inc. | Despegar.com - U.S. | http://www.world-link.com/despegar/us_worldlink.asp |
| 239 | X10.com | x10.com | El Sitio - U.S. | na |
| 240 | X10.com | x10.com | HispanicBusiness.com | na |
| 241 | X10.com | x10.com | Invertia - U.S. | na |
| 242 | X10.com | x10.com | Qbueno.com | na |
| 243 | X10.com | x10.com | Terra-U.S.(Spanish) | http://ads.x10.com/terra/tra1_spanish_blur.htm |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| **Automotive** | | | | |
| 1 | AMER Leasing Sales, Inc | AMER Leasing Sales, Inc | NetMio | http://www.hbcifl.com/Chicago/amerleasing/amerleasing_sp.htm |
| 2 | Armstrong Ford | Armstrong Ford | NetMio | http://www.buyaford.com/ |
| 3 | Autokam U.S.A. | Autokam U.S.A. | NetMio | http://city.netmio.com/city/houston/coupon/detail/1,1321,CI7-ID40-LGes,00.html |
| 4 | BirdRoadMazda.com | Bird Road mazda | NetMio | http://www.birdroadmazda.com/ |
| 5 | Chevy Si | Chevrolet | Starmedia - United States | http://www.chevrolet.com/hispanic/ |
| 6 | Chevy Si | Chevrolet | Terra-U.S.(English) | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| 7 | Chevy Si | Chevrolet | Terra-U.S.(Spanish) | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| 8 | Chevy Si | Chevrolet | Univision | http://www.chevrolet.com/hispanic/silverado/index.htm |
| 9 | Chevy Si | Chevrolet | YupiMSN - U.S. | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| 10 | DurantAutoplex.com | Durant Autoplex | NetMio | http://www.durantautoplex.com/ |
| 11 | FordEspiritu.com | Ford Motor Company | NetMio | http://www.fordespiritu.com/seminarios/ |
| 12 | General Motors Aventuras del Camino | General Motors Corporation | Univision | http://aventuras.univision.com/889_av_lug_cit.html |
| 13 | Glendale Infiniti | Glendale Infiniti | NetMio | http://www.hbcifl.com/LA/glendale/index_es.htm |
| 14 | Lexus of Kendall | Lexus of Kendall | YupiMSN - U.S. | http://www.yupimsn.com/lexusofkendall/ |
| 15 | MyNewDaewoo.com | Daewoo of Miami/North Dade | NetMio | http://www.mynewdaewoo.com/ |
| 16 | Nissan | Nissan North America, Inc. | NetMio | http://hbci.netmio.com/netmusica/nissan/nissan_es.htm |
| 17 | PAACO Automotive Group | PAACO Automotive Group | NetMio | http://7580.adahost.com/dev/paaco_netmio.html |
| 18 | Southmotors.net | South Motors | El Nuevo Herald | http://www.southmotors.net/ |
| 19 | TireSafety.com en Espanol | Bridgestone/Firestone | Univision | http://www.tiresafety.com/espanol/index.htm |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 20 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Starmedia - United States | http://www.toyota.com/espanol/ |
| 21 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Terra-U.S.(Spanish) | http://www.toyota.com/espanol/ |
| 22 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Univision | http://www.toyota.com/espanol/ |
| 23 | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | Yahoo en Espanol | http://www.toyota.com/espanol/ |
| 24 | ToyotaofHomestead.com | Armstrong Toyota of Homestead | NetMio | http://www.toyotaofhomestead.com/ |
| 25 | VolvoCars.com | Volvo Cars of North America, LLC | Starmedia - United States | http://new.volvocars.com/models/S60/index.shtml |
| 26 | VolvoCars.com | Volvo Cars of North America, LLC | Terra-U.S.(Spanish) | http://new.volvocars.com/models/xc/index.shtml |
| | | | | |
| **Consumer Goods** | | | | |
| 1 | Budweiser | Anheuser-Busch, Inc. | ESPN Deportes - U.S. | http://budweiser.com/ |
| 2 | Carolina Rice | Riviana Foods, Inc. | NetMio | http://www.carolinarice.com/scholarship/ |
| 3 | Coca-Cola "Mix-Master" | The Coca-Cola Company | LoQueSea-U.S. | http://us.loquesea.com/cocacola/ |
| 4 | Diet Coke ("Their First Break") | The Coca-Cola Company | Hollywood.com en Espanol | http://a1428.g.akamai.net/7/1428/1224/0001/216.35.185.221/misc/coke/io5113/theirfirstbreak.html |
| 5 | DietCoke.com | The Coca-Cola Company | NetMio | http://www.dietcoke.com/ |
| 6 | Doritos | Frito-Lay, Inc. | Zonai | http://dearmas-designs.com/doritos/ |
| 7 | Explosion-Musical.com | Procter & Gamble | NetMio | http://www.explosion-musical.com/ |
| 8 | Explosion-Musical.com | Procter & Gamble | Yahoo en Espanol | http://www.explosion-musical.com/spanish/ |
| 9 | Gatorade.com.mx | Stokely-Van Camp, Inc | SportsYa.com - U.S. | http://www.gatorade.com.mx/ |
| 10 | Gillette Mach 3 | The Gillette Company | PSN.com - U.S. | http://www.psn.com/int/gillette/index.asp |
| 11 | Granja del Sol | Molinos | Cartoon Network - Spanish | http://www.granjaonline.com.ar/patitas.htm |
| 12 | HispanicBud.com | Anheuser-Busch, Inc. | NetMio | http://www.hispanicbud.com/docs/default.htm |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 13 | JustforMen.com | Combe International Limited | Invertia - U.S. | http://www.justformen.com/ |
| 14 | JustforMen.com | Combe International Limited | Terra-U.S.(English) | http://www.justformen.com/ |
| 15 | JustforMen.com | Combe International Limited | Terra-U.S.(Spanish) | http://www.justformen.com/ |
| 16 | Lancome Paris | L'Oreal USA, Inc. | Starmedia - Puerto Rico | http://www1.lancome.com/x4/skincare/diag2/questionnaire.asp?mscssid=VABFDX8Q601L8NWTQ4KX5AK2WMAHDJQB |
| 17 | Lancome Paris | L'Oreal USA, Inc. | Starmedia - United States | http://www1.lancome.com/x4/mylancome/index.asp?mscssid=RK6F8KGNP3T59NA7PTE4CN5JVCUJ9DC7 |
| 18 | L'Oreal "Cita con el Destino" | L'Oreal USA, Inc. | Starmedia - United States | http://www.starmedia.com/launchUSH/LorealParis/contest |
| 19 | Maybelline | L'Oreal USA, Inc. | Starmedia - United States | http://www.starmedia.com/launchUSH/Maybelline |
| 20 | Nintendo | Nintendo | Cartoon Network - Spanish | http://www.cartoonnetworkla.com/spanish/gameofthemonth/index.html |
| 21 | Noches del Pueblo - Miller Genuine Draft | Miller Brewing Co. | LaOpinion.com | http://www.latimes.com/extras/noches/ |
| 22 | Pidemas - Puerto Rico | Pepsi-Cola Company | Starmedia - Puerto Rico | http://www.puertorico.pidemas.com/ |
| 23 | Purina.com | Ralston Purina Company | Lycos - U.S. Hispanic | http://www.purina.com/home.asp |
| 24 | Samsung Digital Products | Samsung Electronics America | Batanga.com | http://www.samsungusa.com/24hourstreet/bh/Jump24?promotag=dms_i3001101&r=1&ep=e_L90_ros_24hrswinpda2468&bhtime=1002493212403 |
| 25 | Slim-Fast Online | Slim-Fast Foods Company | Univision | http://www.slim-fast.com/spanish/index.asp |
| 26 | Viva Shoes | Viva Shoes | NetMio | http://www.hbcifl.com/Chicago/vivaShoes/index_es.htm |
| 27 | X10.com | x10.com | El Sitio - U.S. | na |
| 28 | X10.com | x10.com | HispanicBusiness.com | na |
| 29 | X10.com | x10.com | Invertia - U.S. | na |
| 30 | X10.com | x10.com | Qbueno.com | na |
| 31 | X10.com | x10.com | Terra-U.S.(Spanish) | http://ads.x10.com/terra/tra1_spanish_blur.htm |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| **Education** | | | | |
| 1 | CalTeach.com | California Center for Teaching Careers | Hispanic Online | http://www.calteach.com/ |
| | | | | |
| **Entertainment & Arts** | | | | |
| 1 | Arcadia | Arcadia | NetMio | http://www.farwestdallas.com/ |
| 2 | Bally Total Fitness | Bally Total Fitness | NetMio | http://www.hbcifl.com/Dallas/ballysNew/bally_es.htm |
| 3 | California Speedway | California Speedway | NetMio | http://www.hbcifl.com/LA/calspeedway/speedway.htm |
| 4 | Club DMX | Club DMX | NetMio | http://www.clubdmx.com/ |
| 5 | HomesteadMiamiSpeedway.com | Homestead Miami Speedway | NetMio | http://www.homesteadmiamispeedway.com/ |
| 6 | Lydia's Club Caliente (San Diego) | Lydia's Club Caliente (San Diego) | NetMio | http://www.hbcifl.com/SanDiego/lydiasclubcaliente/clubcaliente.htm |
| 7 | Ponderosa Restaurantes (Puerto Rico) | BMJ Foods Puerto Rico | MovieLinePR.com | http://www.bmjfoodspr.com/ |
| | | | | |
| **Financial Services, Insurance, and Real Estate** | | | | |
| 1 | American Family Insurance | American Family Insurance | NetMio | http://www.amfam.com/ |
| 2 | Bancasa.com | Bancasa International Corporation | 123.com | http://www.bancasa.com/index_sp.html |
| 3 | BancoChase.com | Chase Manhattan Corporation | Starmedia - United States | http://www.chase.com/chase/gx.cgi/FTcs?pagename=Chase/Href&urlname=banco/redirect |
| 4 | Blue from American Express | American Express Company | Invertia - U.S. | http://bluemusic.launch.com/ |
| 5 | Blue from American Express | American Express Company | Terra-U.S.(English) | http://bluemusic.launch.com/ |
| 6 | Blue from American Express | American Express Company | Terra-U.S.(Spanish) | http://bluemusic.launch.com/ |
| 7 | C2it.com | Citibank F.S.B. | CNN en Espanol | na |
| 8 | C2it.com | Citibank F.S.B. | ESPN Deportes - U.S. | https://www.c2it.com/bannerXX/index.html?referral=K6GBG0GE9W |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 9 | C2it.com | Citibank F.S.B. | Starmedia - United States | https://www.c2it.com/bannerXX/index.html?referral=K8GBG0GF8W |
| 10 | C2it.com | Citibank F.S.B. | Terra-U.S.(Spanish) | https://www.c2it.com/bannerXX/index.html?referral=K7GBG0GF5W |
| 11 | C2it.com | Citibank F.S.B. | Univision | https://www.c2it.com/bannerXX/index.html?referral=K7GBG0GE0W |
| 12 | CapitalOne.com | Capital One Bank | Batanga.com | http://apply2.capitalone.com/5214/1-83/index.jsp?c=DCaudience&s=05214001083XX91X1XX1BEAT5VP7XX&t=ad |
| 13 | Century21.com | Century21.com | Yahoo en Espanol | http://www.century21.com/Century21Internet/index.asp?pageID=spanish/spanish.asp |
| 14 | Chevron Credit Card | Chevron USA, Inc. | LaOpinion.com | http://www.laopinion.com/chevron/ |
| 15 | Citibank - Diners Club | CitiCorp | Qbueno.com | https://www.citibank.com/dinersus/bounties/orbbanner/app_cont.htm?adPlacementID=15814&bannerID=4203&thisevent=0&product1=360 |
| 16 | ConsumerInfo.com | ConsumerInfo.com | Batanga.com | http://www.consumerinfo.com/home_pca.asp?sc=09740175 |
| 17 | Countrywide Home Loans, Inc. | Countrywide Home Loans, Inc. | Univision | http://casa.univision.com/conectese_con_un_prestador.html |
| 18 | e-Credit.com | Banco Serfin | PSN.com - U.S. | https://www.e-credit.com.mx/tdc/servlet/Default?12rft50180031ald5064 |
| 19 | Health Net of California | Foundation Health Systems | LaOpinion.com | http://www-dev.healthnet.com/salud/default.asp |
| 20 | ImportCARD Financial | Hemisphere National Bank | LatinTrade.com | http://www.importcard.com/ |
| 21 | MasterCard en Espanol | MasterCard International, Inc. | Univision | http://www.mastercard.com/us_es/ourcards/ |
| 22 | MasterCard en Espanol | MasterCard International, Inc. | Yahoo en Espanol | http://www.mastercard.com/us_es/ourcards/ |
| 23 | MG Financial Group | MG Financial Group | Yahoo en Espanol | http://spanish.mgforex.com/demo/default.asp?loc=OpenFree |
| 24 | Net First MasterCard | Net First National Bank | Ask Jeeves en Espanol | http://www.1st-netcard.com/dollars/6044/171/129/index.html?sourceid= |
| 25 | NextCard Visa | NextCard Visa | Batanga.com | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fwww%2Enextcard%2Ecom%2Findex%2Ehtml%3Fref%3Dligaudrc%5F8011439&LanguageID=sp&campaign=DIR-visa_best |
| 26 | Principal Financial Corp. | Principal Financial Corp. | NetMio | http://www.hbcifl.com/Chicago/pfinancial/index_es.htm |
| 27 | SinDeudas.org | Consolidated Credit Counseling Services, Inc. | Yahoo en Espanol | http://www.sindeudas.org/ |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 28 | StateFarm.com | State Farm Insurance Company | Yahoo en Espanol | http://www.statefarm.com/esp/homepage.htm |
| 29 | WesternUnion.com | Western Union Holdings, Inc. | Conectadas.com | http://www.westernunion.com/ |
| | | | | |
| **Government & Non-Profit Organizations** | | | | |
| 1 | Adopt2000Houston.org | Center for Community Initiatives of the Greater Houston Community Foundation | NetMio | http://www.adopt2000houston.org/ |
| 2 | AmericaScores.org | America Scores | El Nuevo Herald | http://www.americascores.org/landing/index.htm |
| 3 | ArmyROTC.com | U.S. Army | Starmedia - United States | http://216.33.61.100/clients/army/inicio.html |
| 4 | BeaconCouncil.com | The Beacon Council | LatinTrade.com | http://www.beaconcouncil.com/ |
| 5 | CantorRelief.org | Cantor Fitzgerald Relief Fund | Qbueno.com | http://www.cantorrelief.org/main.php3?communityPath=content/00/00/96/91/27 |
| 6 | CantorRelief.org | Cantor Fitzgerald Relief Fund | Terra-U.S.(Spanish) | http://www.cantorrelief.org/main.php3?communityPath=content/00/00/96/91/27 |
| 7 | Department of Aging & Independent Services | County of San Diego | NetMio | http://www.ais-sd.net/ |
| 8 | EarthShare.org | Earth Share | El Nuevo Herald | http://www.earthshare.org/ |
| 9 | ElNavy.com | U.S. Navy | LaMusica | http://www.elnavy.com/ |
| 10 | FEMA.gov | Federal Emergency Management Agency | Qbueno.com | http://www.fema.gov/nwz01/nwz01_99.htm |
| 11 | GoArmy.com | U.S. Army | ESPN Deportes - U.S. | http://banner.goarmy.com/banrtrck/banrdocs/armyop77.jsp;jsessionid=banner.goarmy.com-1a8b%3A3bcc44fc%3A71c289aa48cf085?banner=3665-013i-0038-0401-77 |
| 12 | GoArmy.com | U.S. Army | Terra-U.S.(Spanish) | http://banner.goarmy.com/banrtrck/banrdocs/armyop63.jsp;jsessionid=banner.goarmy.com-7199%3A3bd655f0%3Acdabf6cad976ce4?banner=3117-013i-0040-0401-63 |
| 13 | Helping.org | AOL Time Warner Foundation | Starmedia - United States | http://www.helping.org/ |
| 14 | Hispanic Heritage Awards | Hispanic Heritage Awards Foundation | Starmedia - United States | http://www.starmedia.com/hispanicawards |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 15 | LDOnline.org | LD Online | CNN en Espanol | http://www.ldonline.org/ccldinfo/spanish_index.html |
| 16 | Navy.com | U.S. Navy | Batanga.com | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fwww%2Enavy%2Ecom&LanguageID=sp&campaign=BAT-NavyDiscover |
| 17 | Navy.com | U.S. Navy | LoQueSea-U.S. | http://www.navy.com/ |
| 18 | NPDF Memorial Fund | National Police Defense Foundation | Patagon.com - U.S. | http://209.116.71.53/police.asp |
| 19 | RedCross.org | American National Red Cross | Batanga.com | http://www.redcross.org/ |
| 20 | RedCross.org | American National Red Cross | Qbueno.com | http://www.redcross.org/ |
| 21 | RedCross.org | American National Red Cross | Starmedia - United States | http://www.redcross.org/ |
| 22 | RedShield.org | The Salvation Army | Batanga.com | http://www.redshield.org/crisis/ |
| 23 | RedShield.org | The Salvation Army | Qbueno.com | http://www.redshield.org/crisis/ |
| 24 | SEIU September 11th Relief Fund | Service Employees International Union | Qbueno.com | https://secure-net.com/seiu/index.cfm |
| 25 | USPS.com | United States Postal Service | HispanicBusiness.com | http://www.usps.com/negocios/ |
| | | | | |
| **Health Care** | | | | |
| 1 | Accu-Chek.com | Roche Diagnostics Corporation | Hollywood.com en Espanol | http://www.accu-chek.com/index_next.cfm?s=ADVT&p=RON&c=3763 |
| 2 | FlaHospitals.com | HCA Information Technology & Services, Inc. | NetMio | http://www.flahospitals.com/custompage.asp?guidcustomcontentid={6BCC7A3E-5517-449B-92F1-50C51FEC6477} |
| 3 | Infinity Laser Centers | Infinity Laser Centers | Zonai | http://www.infinitylaserpr.com/ |
| 4 | Nexium | AstraZeneca LP | Qbueno.com | http://www.purplepill.com/home.asp |

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| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 5 | Parkland Memorial Hospital | University of Texas Southwestern Medical Center at Dallas | NetMio | http://www3.utsouthwestern.edu/parkland/jobs/index.htm |
| | | | | |
| **Online Media (Portals & Content Sites)** | | | | |
| 1 | AOL Mensajero Instantáneo | AOL Latin America | CNN en Espanol | http://www.latam.aol.com/aimcnn/ |
| 2 | Aspinalls.com Online Casino | Aspinalls Online Limited | Qbueno.com | http://www.aspinalls.com/download/landing_4.asp |
| 3 | AtlantaLatino.com | Atlanta Latino, Inc. | 123.com | http://www.atlantalatino.com/ |
| 4 | BradyNet.com | IDEAGlobal.com | YupiMSN - U.S. | na |
| 5 | Casino on Net | Casino on Net | Starmedia - United States | http://64.14.62.126/lang/default.asp?lang=ES&S=123456&SR=239231&R=[direct] |
| 6 | Casino on Net | Casino on Net | Weather.com (Spanish) | http://64.14.197.176/lang/default.asp?lang=ES&S=123456&SR=247920&R=[direct] |
| 7 | Chicas A1 for Men | Terra Lycos, S.A. | HispanicBusiness.com | http://www.terra.com/ |
| 8 | Chicas A1 for Men | Terra Lycos, S.A. | LatinTrade.com | http://www.terra.com/ |
| 9 | CNNenEspanol.com | Cable News Network LP, LLLP | PSN.com - U.S. | http://www.cnnenespanol.com/servicios/titulares/ |
| 10 | Colonize.com | Colonize.com | Batanga.com | http://www.colonize.com/mvis.php3 |
| 11 | Colonize.com | Colonize.com | Hollywood.com en Espanol | http://www.colonize.com/l904.php3 |
| 12 | Colonize.com | Colonize.com | Qbueno.com | http://www.colonize.com/real.php3 |
| 13 | CoolSavings.com | CoolSavings.com, Inc. | Batanga.com | http://www109.coolsavings.com |
| 14 | Daily News Charities, Inc. | NY Daily News | El Nuevo Herald | http://www.nydailynews.com/manual/news/Attack/help.asp |
| 15 | El Sitio | El Sitio | CNN en Espanol | http://www.elsitio.com/scripts/gl/tecnologia/index.php3 |
| 16 | El Sitio | El Sitio | Weather.com (Spanish) | http://www.elsitio.com/scripts/gl/astrologia/ |
| 17 | Firehouse.com | Cygnus Business Media | Batanga.com | http://www.firehouse.com/ |

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| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 18 | Gemelo.com | Gemelo.com | Cartoon Network - Spanish | http://spa.loquesea.com/cobranded/userlogin.php?deal_id=4 |
| 19 | GetSmart.com | GetSmart.com | Batanga.com | http://www.getsmart.com/mortgage/HomeBanner?banner_id=X5618/cba99PGSMGy323807/allbanners.gif&sourceid=160060 |
| 20 | GetSmart.com | GetSmart.com | Hollywood.com en Espanol | http://www.getsmart.com/BannerGSVisa?banner_id=X4284/cba99PGSCCy226190/allbanners.gif |
| 21 | GetSmart.com | GetSmart.com | Qbueno.com | http://www.getsmart.com/BannerGSVisa?banner_id=W132X6290/cba99PGSCCy323807/allbanners.gif&sourceid=VN4.rm.ron |
| 22 | GetSmart.com | GetSmart.com | Ritmoteca.com | http://www.getsmart.com/BannerGSVisa?banner_id=X6165/cba99PGSCCy323807/allbanners.gif&sourceid=hs0219366 |
| 23 | GoldenPalace.com | Golden Palace Online Casino | Batanga.com | http://www.goldenpalace.com/ |
| 24 | HollywoodRecords.Go.com | Disney Enterprises, Inc. | Univision | http://hollywoodrecords.go.com/nydiarojas/ |
| 25 | iWon.com | iWon, Inc. | Batanga.com | http://www.iwon.com/home/registration_thirdparty/ |
| 26 | Kelley Blue Book | Kelley Blue Book | Batanga.com | http://www.kbb.com/kb/ki.dll/kw.kc.tp?kbb&&1&nc1 |
| 27 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Hispanic Online | http://www.lafamilianet.net/ |
| 28 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | HispanicBusiness.com | http://www.lafamilianet.net/ |
| 29 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Terra-U.S.(English) | http://www.lafamilianet.net/ |
| 30 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Terra-U.S.(Spanish) | http://www.lafamilianet.net/ |
| 31 | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | Univision | http://www.lafamilianet.net/ |
| 32 | LaOpinion.com | La Opinion | El Nuevo Herald | http://www.laopinion.com/ |
| 33 | LatinTrade.com | LatinTrade.com | Cartoon Network - Spanish | http://www.latintrade.com/newsite/conference/special/index.html |
| 34 | LatinVenture.com | LatinVenture.com | Lycos - U.S. Hispanic | http://www.latinventure.com/latin%20venture/html/index.htm |
| 35 | MediTrader.com | C5 Health, Inc. | Salud.com | http://www.meditrader.com/ |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 36 | MiFuturo.com | eresMas | Starmedia - United States | http://www.mifuturo.com/?2001.10.8.7.40.29.0 |
| 37 | MovielinePR.com | Zonai.com | MovieLinePR.com | na |
| 38 | Mundolatino.com | MundoLatino.com | LatinTrade.com | http://www.mundolatino.com/ |
| 39 | MundoPadres.com | eresMas | Starmedia - United States | http://www.mundopadres.com/?Timestamp |
| 40 | NetFlip.com | NetFlip | El Nuevo Herald | http://www.netflip.com/nf/esh/land?s=es1hpfcv5p13&email=&hid=6385441 |
| 41 | Ritmic.com | eresMas.com | Starmedia - Puerto Rico | http://www.ritmic.com/? |
| 42 | Ritmic.com | eresMas.com | Starmedia - United States | http://www.ritmic.com/? |
| 43 | SuperPages.com en Espanol | Verizon New Media Services Inc. | Univision | http://espanol.superpages.com/ |
| 44 | SuperPages.com en Espanol | Verizon New Media Services Inc. | Yahoo en Espanol | http://espanol.superpages.com/cities/ |
| 45 | SuperPages.com en Espanol | Verizon New Media Services Inc. | YupiMSN - U.S. | http://espanol.superpages.com/ |
| 46 | Terra - U.S. | Terra Lycos, S.A. | HispanicBusiness.com | http://www.terra.com/ |
| 47 | Terra - U.S. | Terra Lycos, S.A. | LaMusica | http://www.terra.com/promo/alexandrepires/ |
| 48 | Terra - U.S. | Terra Lycos, S.A. | LatinTrade.com | http://www.terra.com/ |
| 49 | ThatsRacin.com | Real Cities | El Nuevo Herald | http://www.thatsracin.com/ |
| 50 | The International Fair of Guatemala (INTERFER) | Coperex | El Nuevo Herald | http://www.coperex.centroamerica.com/ |
| 51 | Thumb.com | Thumb.com | Hollywood.com en Espanol | http://www.thumb.com/thumbwars/ |
| | | | | |
| **Professional Services** | | | | |
| 1 | Equifax Consumer Services | Equifax | El Nuevo Herald | https://www.econsumer.equifax.com/webapp/ConsumerProducts/pgConsumerProducts?^start=&orderSource=KRB&productId=4 |
| 2 | GravityDirect.net | DoubleClick, Inc. | Batanga.com | http://www.gravitydirect.net/ |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 3 | Pyramid Research | Pyramid Research, Inc. | LatinTrade.com | http://www.pyramidresearch.com/info/pro_la.asp?ref=N03 |
| 4 | Questionmarket.com | Dynamic Logic | Invertia - U.S. | http://olivia.questionmarket.com/surv/94089/adindex.cgi?survey_num=94089&site=1 |
| | | | | |
| **Retailers (Store & Online)** | | | | |
| 1 | Arteaga's Super Save Food Center (San Francisco) | Arteaga's Super Save Food Center (San Francisco) | NetMio | http://www.hbcifl.com/SanFrancisco/arteaga/index_es.htm |
| 2 | CDNow.com | CDNow Online, Inc. | Batanga.com | http://cdnow.com/from=cr8037918 |
| 3 | Columbiahouse.com | Columbia House | Batanga.com | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fmojofarm%2Emediaplex%2Ecom%2Fad%2Fck%2F990%2D1736%2D2266%2D373&LanguageID=sp&campaign=BAT-ColH_DVD5 |
| 4 | Columbiahouse.com | Columbia House | Ritmoteca.com | http://www10.chdvd.com/s2/genre;jsessionid=aaat8hvARj2fb6kW6CwVyQgy_FLYtHvZ?dk=7Y8&club=3&source=7923 |
| 5 | DeRemate.com | DeRemate.com | 123.com | http://usa.deremate.com/index.html |
| 6 | DolphinMall.com | Taubman Centers, Inc. | NetMio | http://www.dolphinmall.com/ |
| 7 | Dr. Rico-Perez | Dr. Rico-Perez | NetMio | http://dr-ricoperez.com/default2.cfm |
| 8 | Fiera.com | Fiera.com | 123.com | http://us.fiera.com/servlets/Shop?siteid=0&screen=6&sku=1806781&country=USA&language=SPA |
| 9 | FingerHut.com en Espanol | FingerHut | Univision | http://espanol.fingerhut.com/cgi-bin/tuhf/templates/gate.jsp?dest=fhs/index.jsp&site=espanol&trcd=ES_uv_ultimo&_mpn=1641182&dl_type=product&dept=20CX7 |
| 10 | Hallmark.com | Hallmark Cards, Inc. | Terra-U.S.(English) | http://www.hallmark.com/hmk/Website/AboutHallmark/tk_article.jsp?BV_SessionID=@@@@0965147832.1002512585@@@@&BV_EngineID=fadccedkgiembedcfchcgl.0&CONTENT_KEY=FLOWERS_TERRA_PROMO&CONTENT_TYPE=ARTICLE&fromPage= |
| 11 | Ithan PC's | Ithan PC's | El Nuevo Herald | http://www.ithanpc.com/ |
| 12 | The Sharper Image en Espanol | The Sharper Image | Yahoo en Espanol | http://store.yahoo.net/sharperimage-espanol/si637.html |
| 13 | TransExpress.com | Trans Express, Inc. | LatinTrade.com | http://usa.transexpress.com/en/index.asp |
| 14 | uBid.com | uBid, Inc. | Batanga.com | http://www.ubid.com/cat/get_cat_page.asp?CatID=0&s=uwb63180 |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| | | | | |
| **Technology** | | | | |
| 1 | Epson (latin.epson.com) | Epson America, Inc. | Cartoon Network - Spanish | http://www.tntla.com/espanol/win/passport.html |
| 2 | Epson (latin.epson.com) | Epson America, Inc. | CNN en Espanol | http://www.tntla.com/espanol/win/passport.html |
| 3 | Gateway.com | Gateway, Inc. | Univision | http://especiales.univision.com/contentuvn/technology/gateway/index.html |
| 4 | Hpshopping.com | Hewlitt-Packard | Terra-U.S.(Spanish) | http://www.shopping.hp.com/cgi-bin/hpdirect/shopping/scripts/home/store_access.jsp?template_type=s&script_name=site_entrance.cgi |
| 5 | IBM.com | IBM | Hispanic Online | http://www-3.ibm.com/e-business/lp/innov4.html?formId=19&P_FormId=19&P_Site=&P_Campaign=101C4W13&P_Creative=CM_Pete_D_LP&c=Constituent_Marketing_Q4&n=CM_Pete_D_LP&r=/business&t=ad |
| 6 | IBM.com | IBM | HispanicBusiness.com | http://www-3.ibm.com/e-business/lp/innov4.html?formId=19&P_FormId=19&P_Site=&P_Campaign=101C4W13&P_Creative=CM_Pete_D_LP&c=Constituent_Marketing_Q4&n=CM_Pete_D_LP&r=/business&t=ad |
| 7 | Microsoft Windows Media Player | Microsoft Corporation | Batanga.com | http://www.microsoft.com/windows/windowsmedia/en/download/default.asp |
| 8 | RedTienda.com | Comercio Digital, S.A. | LatinTrade.com | http://www.redtienda.com/english/index.htm |
| 9 | VeriSign | VeriSign, Inc. | El Nuevo Herald | http://www.netsol.com/en_US/promotions/offers/name-it/dot-info.jhtml?siteid=55&channelid=P32C55S1N0B2A8D98V100&clickid=1000000000 |
| 10 | Windows XP | Microsoft Corporation | YupiMSN - U.S. | http://www.yupimsn.com/tecnologia/software/windowsxp/ |
| | | | | |
| **Telecommunications** | | | | |
| 1 | 123.com | Americatel Corporation | NetMio | http://www.123.com/ |
| 2 | 123.com | Americatel Corporation | Yahoo en Espanol | http://www.123.com/internet/conectate/default.htm |
| 3 | AmericaTel.net "Tarjetas Prepagadas" | Americatel Corporation | 123.com | http://www.americatel.net/uniendo_business/index.htm |
| 4 | Cingular Puerto Rico | Cingular Wireless | Zonai | http://www.cingularpr.com/endi/endi_hablagratis.html |
| 5 | DirecTV DSL | DirecTV Broadband, Inc. | Qbueno.com | http://www.directvdsl.com/index.asp?promoid=1231200118774681240SI102074PCCCC888 |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 6 | MiVentanaMovil.com | Cingular Wireless | Starmedia - United States | http://www.miventanamovil.com/internet_movil |
| 7 | Motorola | Motorola, Inc. | Terra-U.S.(Spanish) | http://motorola.one21.net/i2000lander?creative=i85doitall&site=buy-wirless |
| 8 | MoviStarPR.com | TLD de Puerto Rico | MovieLinePR.com | http://www.movistarpr.com/ |
| 9 | Nextel Mexico | Nextel Communications, Inc. | YupiMSN - U.S. | http://info@nextel.com.mx/zope/nextel |
| 10 | Nextel.com | Nextel Communications, Inc. | YupiMSN - U.S. | http://www.nextel.com/ |
| 11 | PeoplePC.com | PeoplePC, Inc. | Batanga.com | http://www.peoplepc.com/people_packages/index.asp |
| 12 | Register.com | Register.com | Qbueno.com | http://www.register.com/product/info.cgi?SOURCE=MAMMA-info1-sept&mpt=1446383108 |
| 13 | Senor Cellular | Senor Cellular | NetMio | http://www.hbcifl.com/Houston/senorCELL/index_es.htm |
| 14 | Southwestern Bell Long Distance | Southwestern Bell Telephone Company | Starmedia - United States | http://www.swbelllongdistance.com/mexico2/?pl_code=MSBC102C2593P44763B44744S0&cprn9254=606475374 |
| 15 | Suncom1.com | TeleCorp PCS | Zonai | http://www.suncom1.com/ |
| 16 | TouchTellComm.com | Touch Tell Communication | NetMio | http://www.touchtellcomm.com/ |
| 17 | Verizon "On the Line" Sweepstakes | Verizon Communications | Ritmoteca.com | http://www.musicvision.com/ontheline/index.html |
| 18 | Verizon.com | Verizon Communications | NetMio | http://www.verizon.com/ |
| 19 | World Link Solutions | World-Link, Inc. | Despegar.com - U.S. | http://www.world-link.com/despegar/us_worldlink.asp |
| | | | | |
| **Traditional Media** | | | | |
| 1 | AmericaEconomia.com | Dow Jones & Co. | Wall Street Journal Interactivo (Spanish) | http://www.americaeconomia.com/ |
| 2 | "Bandits" | FOXPuertoRico.com/20th Century Fox | MovieLinePR.com | http://www.foxpuertorico.com/bandits_1.html |
| 3 | CineMax | Home Box Office | NetMio | http://www.hbo.com/camp/200109CF/101455/ |
| 4 | CineVistaPR.com | Cinevista Theatres | Starmedia - Puerto Rico | http://www.cinevistapr.com/ |
| 5 | Latin Grammy Awards | Latin Academy of Recording Arts & Sciences | Yahoo en Espanol | http://latingrammy.yahoo.com/ |

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# HispanicWebMonitor Report: Active Brands by Category

| Active Brands by Advertiser Category: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Brand Advertised | Brand Parent | Site(s) Advertised On | TargetURL(s) |
| 6 | LOFT Magazine | Zoom Media Group, Inc. | PSN.com - U.S. | https://www.punto-com.com/secure/loft/suscribase.asp?COD=BPS1 |
| 7 | Monsters, Inc. | Disney Enterprises, Inc./Pixar Animation Studios | Univision | http://cgi.univision.com/cgi-bin/popper/popper.cgi?w=520&h=545&s=1&r=1&st=0&m=0&t=0&lb=0&l=http://cgi.univision.com/cgi-bin/puzzle/makePuzzlePopup.cgi?name=monstersinc_20011029&ext=jpg&cols=4&rows=4 |
| 8 | Netmio.com | HBCi, Inc. | Yahoo en Espanol | http://hbci.netmio.com/netmusica/Default_en.asp |
| 9 | Uniseries.com.ar | Cisneros Television Group | El Sitio - U.S. | http://w3.uniseries.com.ar/scripts/promociones/triviashow/index.php3 |
| 10 | WarnerBros.com | Warner Bros. | Ritmoteca.com | na |
| | | | | |
| **Travel & Transportation** | | | | |
| 1 | Despegar.com | Despegar.com | LatinTrade.com | http://www.latintrade.com/newsite/despegar/index.cfm |
| 2 | Despegar.com | Despegar.com | Starmedia - Puerto Rico | http://www.us.despegar.com/paginas/default/default.asp?pais=2&idcob=392&pag=us_promo50off.asp |
| 3 | Despegar.com | Despegar.com | Starmedia - United States | http://www.us.despegar.com/paginas/default/default.asp?pais=2&idcob=392&pag=us_promo50off.asp |
| 4 | Despegar.com | Despegar.com | Univision | http://www.us.despegar.com/paginas/cobranded/univision/homeunv.asp |
| 5 | Despegar.com | Despegar.com | Yahoo en Espanol | http://www.statefarm.com/esp/homepage.htm |
| 6 | Guatemala.travel.com.gt | Guatemala Tourist Commission | El Nuevo Herald | http://www.guatemala.travel.com.gt/ |
| 7 | HotelDiscount.com | Hotel Reservations Network | El Nuevo Herald | http://www.180096hotel.com/cgi-bin/pickcity?SID=RCT&LKF=RCT |
| 8 | Orbitz.com | Orbitz, LLC | Batanga.com | http://www.orbitz.com/App/GetDealsDetailsContent?deal_id=multicarrier_fallsale_100501&?$tag.OrbitzCookieName$=$tag.OrbitzID$ |
| 9 | Orbitz.com | Orbitz, LLC | El Nuevo Herald | http://www.orbitz.com/?referralcode=N2870.247 |
| 10 | Orbitz.com | Orbitz, LLC | Ritmoteca.com | http://www.orbitz.com/App/GetDealsDetailsContent?deal_id=eneral_10percentoffsale_102401&referralcode=N2870.pw |
| | | | | |
| **Other** | | | | |
| 1 | Pacific Gas & Electric Company | PG&E Corporation | NetMio | http://www.pge.com/001_res_svc/financial_assistance/care.shtml |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | 123.com | AmericaTel.net "Tarjetas Prepagadas" | Americatel Corporation | http://www.americatel.net/uniendo_business/index.htm |
| | 123.com | AtlantaLatino.com | Atlanta Latino, Inc. | http://www.atlantalatino.com/ |
| | 123.com | Bancasa.com | Bancasa International Corporation | http://www.bancasa.com/index_sp.html |
| | 123.com | DeRemate.com | DeRemate.com | http://usa.deremate.com/index.html |
| | 123.com | Fiera.com | Fiera.com | http://us.fiera.com/servlets/Shop?siteid=0&screen=6&sku=1806781&country=USA&language=SPA |
| | | | | |
| | Ask Jeeves en Espanol | Net First MasterCard | Net First National Bank | http://www.1st-netcard.com/dollars/6044/171/129/index.html?sourceid= |
| | | | | |
| | Batanga.com | CapitalOne.com | Capital One Bank | http://apply2.capitalone.com/5214/1-83/index.jsp?c=DCaudience&s=05214001083XX91X1XX1BEAT5VP7XX&t=ad |
| | Batanga.com | CDNow.com | CDNow Online, Inc. | http://cdnow.com/from=cr8037918 |
| | Batanga.com | Colonize.com | Colonize.com | http://www.colonize.com/mvis.php3 |
| | Batanga.com | Columbiahouse.com | Columbia House | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fmojofarm%2Emediaplex%2Ecom%2Fad%2Fck%2F990%2D1736%2D2266%2D373&LanguageID=sp&campaign=BAT-ColH_DVD5 |
| | Batanga.com | ConsumerInfo.com | ConsumerInfo.com | http://www.consumerinfo.com/home_pca.asp?sc=09740175 |
| | Batanga.com | CoolSavings.com | CoolSavings.com, Inc. | http://www109.coolsavings.com |
| | Batanga.com | Firehouse.com | Cygnus Business Media | http://www.firehouse.com/ |
| | Batanga.com | GetSmart.com | GetSmart.com | http://www.getsmart.com/mortgage/HomeBanner?banner_id=X5618/cba99PGSMGy323807/allbanners.gif&sourceid=160060 |
| | Batanga.com | GoldenPalace.com | Golden Palace Online Casino | http://www.goldenpalace.com/ |
| | Batanga.com | GravityDirect.net | DoubleClick, Inc. | http://www.gravitydirect.net/ |
| | Batanga.com | iWon.com | iWon, Inc. | http://www.iwon.com/home/registration_thirdparty/ |
| | Batanga.com | Kelley Blue Book | Kelley Blue Book | http://www.kbb.com/kb/ki.dll/kw.kc.tp?kbb&&1&nc1 |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | Batanga.com | Microsoft Windows Media Player | Microsoft Corporation | http://www.microsoft.com/windows/windowsmedia/en/download/default.asp |
| | Batanga.com | Navy.com | U.S. Navy | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fwww%2Enavy%2Ecom&LanguageID=sp&campaign=BAT-NavyDiscover |
| | Batanga.com | NextCard Visa | NextCard Visa | http://www.batanga.com/Click.asp?goto=http%3A%2F%2Fwww%2Enextcard%2Ecom%2Findex%2Ehtml%3Fref%3Dligaudrc%5F8011439&LanguageID=sp&campaign=DIR-visa_best |
| | Batanga.com | Orbitz.com | Orbitz, LLC | http://www.orbitz.com/App/GetDealsDetailsContent?deal_id=multicarrier_fallsale_100501&?$tag.OrbitzCookieName$=$tag.OrbitzID$ |
| | Batanga.com | PeoplePC.com | PeoplePC, Inc. | http://www.peoplepc.com/people_packages/index.asp |
| | Batanga.com | RedCross.org | American National Red Cross | http://www.redcross.org/ |
| | Batanga.com | RedShield.org | The Salvation Army | http://www.redshield.org/crisis/ |
| | Batanga.com | Samsung Digital Products | Samsung Electronics America | http://www.samsungusa.com/24hourstreet/bh/Jump24?promotag=dms_i3001101&r=1&ep=e_L90_ros_24hrswinpda2468&bhtime=1002493212403 |
| | Batanga.com | uBid.com | uBid, Inc. | http://www.ubid.com/cat/get_cat_page.asp?CatID=0&s=uwb63180 |
| | | | | |
| | Cartoon Network - Spanish | Epson (latin.epson.com) | Epson America, Inc. | http://www.tntla.com/espanol/win/passport.html |
| | Cartoon Network - Spanish | Gemelo.com | Gemelo.com | http://spa.loquesea.com/cobranded/userlogin.php?deal_id=4 |
| | Cartoon Network - Spanish | Granja del Sol | Molinos | http://www.granjaonline.com.ar/patitas.htm |
| | Cartoon Network - Spanish | LatinTrade.com | LatinTrade.com | http://www.latintrade.com/newsite/conference/special/index.html |
| | Cartoon Network - Spanish | Nintendo | Nintendo | http://www.cartoonnetworkla.com/spanish/gameofthemonth/index.html |
| | | | | |
| | CNN en Espanol | AOL Mensajero Instantáneo | AOL Latin America | http://www.latam.aol.com/aimcnn/ |
| | CNN en Espanol | C2it.com | Citibank F.S.B. | na |
| | CNN en Espanol | El Sitio | El Sitio | http://www.elsitio.com/scripts/gl/tecnologia/index.php3 |
| | CNN en Espanol | Epson (latin.epson.com) | Epson America, Inc. | http://www.tntla.com/espanol/win/passport.html |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | CNN en Espanol | LDOnline.org | LD Online | http://www.ldonline.org/ccldinfo/spanish_index.html |
| | | | | |
| | Conectadas.com | WesternUnion.com | Western Union Holdings, Inc. | http://www.westernunion.com/ |
| | | | | |
| | Despegar.com - U.S. | World Link Solutions | World-Link, Inc. | http://www.world-link.com/despegar/us_worldlink.asp |
| | | | | |
| | El Nuevo Herald | AmericaScores.org | America Scores | http://www.americascores.org/landing/index.htm |
| | El Nuevo Herald | Daily News Charities, Inc. | NY Daily News | http://www.nydailynews.com/manual/news/Attack/help.asp |
| | El Nuevo Herald | EarthShare.org | Earth Share | http://www.earthshare.org/ |
| | El Nuevo Herald | Equifax Consumer Services | Equifax | https://www.econsumer.equifax.com/webapp/ConsumerProducts/pgConsumerProducts?^start=&orderSource=KRB&productId=4 |
| | El Nuevo Herald | Guatemala.travel.com.gt | Guatemala Tourist Commission | http://www.guatemala.travel.com.gt/ |
| | El Nuevo Herald | HotelDiscount.com | Hotel Reservations Network | http://www.180096hotel.com/cgi-bin/pickcity?SID=RCT&LKF=RCT |
| | El Nuevo Herald | Ithan PC's | Ithan PC's | http://www.ithanpc.com/ |
| | El Nuevo Herald | LaOpinion.com | La Opinion | http://www.laopinion.com/ |
| | El Nuevo Herald | NetFlip.com | NetFlip | http://www.netflip.com/nf/esh/land?s=es1hpfcv5p13&email=&hid=6385441 |
| | El Nuevo Herald | Orbitz.com | Orbitz, LLC | http://www.orbitz.com/?referralcode=N2870.247 |
| | El Nuevo Herald | Southmotors.net | South Motors | http://www.southmotors.net/ |
| | El Nuevo Herald | ThatsRacin.com | Real Cities | http://www.thatsracin.com/ |
| | El Nuevo Herald | The International Fair of Guatemala (INTERFER) | Coperex | http://www.coperex.centroamerica.com/ |
| | El Nuevo Herald | VeriSign | VeriSign, Inc. | http://www.netsol.com/en_US/promotions/offers/name-it/dot-info.jhtml?siteid=55&channelid=P32C55S1N0B2A8D98V100&clickid=1000000000 |
| | | | | |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | El Sitio - U.S. | Uniseries.com.ar | Cisneros Television Group | http://w3.uniseries.com.ar/scripts/promociones/triviashow/index.php3 |
| | El Sitio - U.S. | X10.com | x10.com | na |
| | | | | |
| | ESPN Deportes - U.S. | Budweiser | Anheuser-Busch, Inc. | http://budweiser.com/ |
| | ESPN Deportes - U.S. | C2it.com | Citibank F.S.B. | https://www.c2it.com/bannerXX/index.html?referral=K6GBG0GE9W |
| | ESPN Deportes - U.S. | GoArmy.com | U.S. Army | http://banner.goarmy.com/banrtrck/banrdocs/armyop77.jsp;jsessionid=banner.goarmy.com-1a8b%3A3bcc44fc%3A71c289aa48cf085?banner=3665-013i-0038-0401-77 |
| | | | | |
| | Hispanic Online | CalTeach.com | California Center for Teaching Careers | http://www.calteach.com/ |
| | Hispanic Online | IBM.com | IBM | http://www-3.ibm.com/e-business/lp/innov4.html?formId=19&P_FormId=19&P_Site=&P_Campaign=101C4W13&P_Creative=CM_Pete_D_LP&c=Constituent_Marketing_Q4&n=CM_Pete_D_LP&r=/business&t=ad |
| | Hispanic Online | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | http://www.lafamilianet.net/ |
| | | | | |
| | HispanicBusiness.com | Chicas A1 for Men | Terra Lycos, S.A. | http://www.terra.com/ |
| | HispanicBusiness.com | IBM.com | IBM | http://www-3.ibm.com/e-business/lp/innov4.html?formId=19&P_FormId=19&P_Site=&P_Campaign=101C4W13&P_Creative=CM_Pete_D_LP&c=Constituent_Marketing_Q4&n=CM_Pete_D_LP&r=/business&t=ad |
| | HispanicBusiness.com | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | http://www.lafamilianet.net/ |
| | HispanicBusiness.com | Terra - U.S. | Terra Lycos, S.A. | http://www.terra.com/ |
| | HispanicBusiness.com | USPS.com | United States Postal Service | http://www.usps.com/negocios/ |
| | HispanicBusiness.com | X10.com | x10.com | na |
| | | | | |
| | Hollywood.com en Espanol | Accu-Chek.com | Roche Diagnostics Corporation | http://www.accu-chek.com/index_next.cfm?s=ADVT&p=RON&c=3763 |
| | Hollywood.com en Espanol | Colonize.com | Colonize.com | http://www.colonize.com/l904.php3 |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | Hollywood.com en Espanol | Diet Coke ("Their First Break") | The Coca-Cola Company | http://a1428.g.akamai.net/7/1428/1224/0001/216.35.185.221/misc/coke/io5113/theirfirstbreak.html |
| | Hollywood.com en Espanol | GetSmart.com | GetSmart.com | http://www.getsmart.com/BannerGSVisa?banner_id=X4284/cba99PGSCCy226190/allbanners.gif |
| | Hollywood.com en Espanol | Thumb.com | Thumb.com | http://www.thumb.com/thumbwars/ |
| | | | | |
| | Invertia - U.S. | Blue from American Express | American Express Company | http://bluemusic.launch.com/ |
| | Invertia - U.S. | JustforMen.com | Combe International Limited | http://www.justformen.com/ |
| | Invertia - U.S. | Questionmarket.com | Dynamic Logic | http://olivia.questionmarket.com/surv/94089/adindex.cgi?survey_num=94089&site=1 |
| | Invertia - U.S. | X10.com | x10.com | na |
| | | | | |
| | LaMusica | ElNavy.com | U.S. Navy | http://www.elnavy.com/ |
| | LaMusica | Terra - U.S. | Terra Lycos, S.A. | http://www.terra.com/promo/alexandrepires/ |
| | | | | |
| | LaOpinion.com | Chevron Credit Card | Chevron USA, Inc. | http://www.laopinion.com/chevron/ |
| | LaOpinion.com | Health Net of California | Foundation Health Systems | http://www-dev.healthnet.com/salud/default.asp |
| | LaOpinion.com | Noches del Pueblo - Miller Genuine Draft | Miller Brewing Co. | http://www.latimes.com/extras/noches/ |
| | | | | |
| | LatinTrade.com | BeaconCouncil.com | The Beacon Council | http://www.beaconcouncil.com/ |
| | LatinTrade.com | Chicas A1 for Men | Terra Lycos, S.A. | http://www.terra.com/ |
| | LatinTrade.com | Despegar.com | Despegar.com | http://www.latintrade.com/newsite/despegar/index.cfm |
| | LatinTrade.com | ImportCARD Financial | Hemisphere National Bank | http://www.importcard.com/ |
| | LatinTrade.com | Mundolatino.com | MundoLatino.com | http://www.mundolatino.com/ |
| | LatinTrade.com | Pyramid Research | Pyramid Research, Inc. | http://www.pyramidresearch.com/info/pro_la.asp?ref=N03 |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | LatinTrade.com | RedTienda.com | Comercio Digital, S.A. | http://www.redtienda.com/english/index.htm |
| | LatinTrade.com | Terra - U.S. | Terra Lycos, S.A. | http://www.terra.com/ |
| | LatinTrade.com | TransExpress.com | Trans Express, Inc. | http://usa.transexpress.com/en/index.asp |
| | | | | |
| | LoQueSea-U.S. | Coca-Cola "Mix-Master" | The Coca-Cola Company | http://us.loquesea.com/cocacola/ |
| | LoQueSea-U.S. | Navy.com | U.S. Navy | http://www.navy.com/ |
| | | | | |
| | Lycos - U.S. Hispanic | LatinVenture.com | LatinVenture.com | http://www.latinventure.com/latin%20venture/html/index.htm |
| | Lycos - U.S. Hispanic | Purina.com | Ralston Purina Company | http://www.purina.com/home.asp |
| | | | | |
| | MovieLinePR.com | "Bandits" | FOXPuertoRico.com/20th Century Fox | http://www.foxpuertorico.com/bandits_1.html |
| | MovieLinePR.com | MovielinePR.com | Zonai.com | na |
| | MovieLinePR.com | MoviStarPR.com | TLD de Puerto Rico | http://www.movistarpr.com/ |
| | MovieLinePR.com | Ponderosa Restaurantes (Puerto Rico) | BMJ Foods Puerto Rico | http://www.bmjfoodspr.com/ |
| | | | | |
| | NetMio | 123.com | Americatel Corporation | http://www.123.com/ |
| | NetMio | Adopt2000Houston.org | Center for Community Initiatives of the Greater Houston Community Foundation | http://www.adopt2000houston.org/ |
| | NetMio | AMER Leasing Sales, Inc | AMER Leasing Sales, Inc | http://www.hbcifl.com/Chicago/amerleasing/amerleasing_sp.htm |
| | NetMio | American Family Insurance | American Family Insurance | http://www.amfam.com/ |
| | NetMio | Arcadia | Arcadia | http://www.farwestdallas.com/ |
| | NetMio | Armstrong Ford | Armstrong Ford | http://www.buyaford.com/ |
| | NetMio | Arteaga's Super Save Food Center (San Francisco) | Arteaga's Super Save Food Center (San Francisco) | http://www.hbcifl.com/SanFrancisco/arteaga/index_es.htm |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | NetMio | Autokam U.S.A. | Autokam U.S.A. | http://city.netmio.com/city/houston/coupon/detail/1,1321,CI7-ID40-LGes,00.html |
| | NetMio | Bally Total Fitness | Bally Total Fitness | http://www.hbcifl.com/Dallas/ballysNew/bally_es.htm |
| | NetMio | BirdRoadMazda.com | Bird Road mazda | http://www.birdroadmazda.com/ |
| | NetMio | California Speedway | California Speedway | http://www.hbcifl.com/LA/calspeedway/speedway.htm |
| | NetMio | Carolina Rice | Riviana Foods, Inc. | http://www.carolinarice.com/scholarship/ |
| | NetMio | CineMax | Home Box Office | http://www.hbo.com/camp/200109CF/101455/ |
| | NetMio | Club DMX | Club DMX | http://www.clubdmx.com/ |
| | NetMio | Department of Aging & Independent Services | County of San Diego | http://www.ais-sd.net/ |
| | NetMio | DietCoke.com | The Coca-Cola Company | http://www.dietcoke.com/ |
| | NetMio | DolphinMall.com | Taubman Centers, Inc. | http://www.dolphinmall.com/ |
| | NetMio | Dr. Rico-Perez | Dr. Rico-Perez | http://dr-ricoperez.com/default2.cfm |
| | NetMio | DurantAutoplex.com | Durant Autoplex | http://www.durantautoplex.com/ |
| | NetMio | Explosion-Musical.com | Procter & Gamble | http://www.explosion-musical.com/ |
| | NetMio | FlaHospitals.com | HCA Information Technology & Services, Inc. | http://www.flahospitals.com/custompage.asp?guidcustomcontentid={6BCC7A3E-5517-449B-92F1-50C51FEC6477} |
| | NetMio | FordEspiritu.com | Ford Motor Company | http://www.fordespiritu.com/seminarios/ |
| | NetMio | Glendale Infiniti | Glendale Infiniti | http://www.hbcifl.com/LA/glendale/index_es.htm |
| | NetMio | HispanicBud.com | Anheuser-Busch, Inc. | http://www.hispanicbud.com/docs/default.htm |
| | NetMio | HomesteadMiamiSpeedway.com | Homestead Miami Speedway | http://www.homesteadmiamispeedway.com/ |
| | NetMio | Lydia's Club Caliente (San Diego) | Lydia's Club Caliente (San Diego) | http://www.hbcifl.com/SanDiego/lydiasclubcaliente/clubcaliente.htm |
| | NetMio | MyNewDaewoo.com | Daewoo of Miami/North Dade | http://www.mynewdaewoo.com/ |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | NetMio | Nissan | Nissan North America, Inc. | http://hbci.netmio.com/netmusica/nissan/nissan_es.htm |
| | NetMio | PAACO Automotive Group | PAACO Automotive Group | http://7580.adahost.com/dev/paaco_netmio.html |
| | NetMio | Pacific Gas & Electric Company | PG&E Corporation | http://www.pge.com/001_res_svc/financial_assistance/care.shtml |
| | NetMio | Parkland Memorial Hospital | University of Texas Southwestern Medical Center at Dallas | http://www3.utsouthwestern.edu/parkland/jobs/index.htm |
| | NetMio | Principal Financial Corp. | Principal Financial Corp. | http://www.hbcifl.com/Chicago/pfinancial/index_es.htm |
| | NetMio | Senor Cellular | Senor Cellular | http://www.hbcifl.com/Houston/senorCELL/index_es.htm |
| | NetMio | TouchTellComm.com | Touch Tell Communication | http://www.touchtellcomm.com/ |
| | NetMio | ToyotaofHomestead.com | Armstrong Toyota of Homestead | http://www.toyotaofhomestead.com/ |
| | NetMio | Verizon.com | Verizon Communications | http://www.verizon.com/ |
| | NetMio | Viva Shoes | Viva Shoes | http://www.hbcifl.com/Chicago/vivaShoes/index_es.htm |
| | | | | |
| | Patagon.com - U.S. | NPDF Memorial Fund | National Police Defense Foundation | http://209.116.71.53/police.asp |
| | | | | |
| | PSN.com - U.S. | CNNenEspanol.com | Cable News Network LP, LLLP | http://www.cnnenespanol.com/servicios/titulares/ |
| | PSN.com - U.S. | e-Credit.com | Banco Serfin | https://www.e-credit.com.mx/tdc/servlet/Default?12rft50180031ald5064 |
| | PSN.com - U.S. | Gillette Mach 3 | The Gillette Company | http://www.psn.com/int/gillette/index.asp |
| | PSN.com - U.S. | LOFT Magazine | Zoom Media Group, Inc. | https://www.punto-com.com/secure/loft/suscribase.asp?COD=BPS1 |
| | | | | |
| | Qbueno.com | Aspinalls.com Online Casino | Aspinalls Online Limited | http://www.aspinalls.com/download/landing_4.asp |
| | Qbueno.com | CantorRelief.org | Cantor Fitzgerald Relief Fund | http://www.cantorrelief.org/main.php3?communityPath=content/00/00/96/91/27 |
| | Qbueno.com | Citibank - Diners Club | CitiCorp | https://www.citibank.com/dinersus/bounties/orbbanner/app_cont.htm?adPlacementID=15814&bannerID=4203&thisevent=0&product1=360 |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | Qbueno.com | Colonize.com | Colonize.com | http://www.colonize.com/real.php3 |
| | Qbueno.com | DirecTV DSL | DirecTV Broadband, Inc. | http://www.directvdsl.com/index.asp?promoid=1231200118774681240SI102074PCCCC888 |
| | Qbueno.com | FEMA.gov | Federal Emergency Management Agency | http://www.fema.gov/nwz01/nwz01_99.htm |
| | Qbueno.com | GetSmart.com | GetSmart.com | http://www.getsmart.com/BannerGSVisa?banner_id=W132X6290/cba99PGSCCy323807/allbanners.gif&sourceid=VN4.rm.ron |
| | Qbueno.com | Nexium | AstraZeneca LP | http://www.purplepill.com/home.asp |
| | Qbueno.com | RedCross.org | American National Red Cross | http://www.redcross.org/ |
| | Qbueno.com | RedShield.org | The Salvation Army | http://www.redshield.org/crisis/ |
| | Qbueno.com | Register.com | Register.com | http://www.register.com/product/info.cgi?SOURCE=MAMMA-info1-sept&mpt=1446383108 |
| | Qbueno.com | SEIU September 11th Relief Fund | Service Employees International Union | https://secure-net.com/seiu/index.cfm |
| | Qbueno.com | X10.com | x10.com | na |
| | | | | |
| | Ritmoteca.com | Columbiahouse.com | Columbia House | http://www10.chdvd.com/s2/genre;jsessionid=aaat8hvARj2fb6kW6CwVyQgy_FLYtHvZ?dk=7Y8&club=3&source=7923 |
| | Ritmoteca.com | GetSmart.com | GetSmart.com | http://www.getsmart.com/BannerGSVisa?banner_id=X6165/cba99PGSCCy323807/allbanners.gif&sourceid=hs0219366 |
| | Ritmoteca.com | Orbitz.com | Orbitz, LLC | http://www.orbitz.com/App/GetDealsDetailsContent?deal_id=eneral_10percentoffsale_102401&referralcode=N2870.pw |
| | Ritmoteca.com | Verizon "On the Line" Sweepstakes | Verizon Communications | http://www.musicvision.com/ontheline/index.html |
| | Ritmoteca.com | WarnerBros.com | Warner Bros. | na |
| | | | | |
| | Salud.com | MediTrader.com | C5 Health, Inc. | http://www.meditrader.com/ |
| | | | | |
| | SportsYa.com - U.S. | Gatorade.com.mx | Stokely-Van Camp, Inc | http://www.gatorade.com.mx/ |
| | | | | |
| | Starmedia - Puerto Rico | CineVistaPR.com | Cinevista Theatres | http://www.cinevistapr.com/ |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | Starmedia - Puerto Rico | Despegar.com | Despegar.com | http://www.us.despegar.com/paginas/default/default.asp?pais=2&idcob=392&pag=us_promo50off.asp |
| | Starmedia - Puerto Rico | Lancome Paris | L'Oreal USA, Inc. | http://www1.lancome.com/x4/skincare/diag2/questionnaire.asp?mscssid=VABFDX8Q601L8NWTQ4KX5AK2WMAHDJQB |
| | Starmedia - Puerto Rico | Pidemas - Puerto Rico | Pepsi-Cola Company | http://www.puertorico.pidemas.com/ |
| | Starmedia - Puerto Rico | Ritmic.com | eresMas.com | http://www.ritmic.com/? |
| | | | | |
| | Starmedia - United States | ArmyROTC.com | U.S. Army | http://216.33.61.100/clients/army/inicio.html |
| | Starmedia - United States | BancoChase.com | Chase Manhattan Corporation | http://www.chase.com/chase/gx.cgi/FTcs?pagename=Chase/Href&urlname=banco/redirect |
| | Starmedia - United States | C2it.com | Citibank F.S.B. | https://www.c2it.com/bannerXX/index.html?referral=K8GBG0GF8W |
| | Starmedia - United States | Casino on Net | Casino on Net | http://64.14.62.126/lang/default.asp?lang=ES&S=123456&SR=239231&R=[direct] |
| | Starmedia - United States | Chevy Si | Chevrolet | http://www.chevrolet.com/hispanic/ |
| | Starmedia - United States | Despegar.com | Despegar.com | http://www.us.despegar.com/paginas/default/default.asp?pais=2&idcob=392&pag=us_promo50off.asp |
| | Starmedia - United States | Helping.org | AOL Time Warner Foundation | http://www.helping.org/ |
| | Starmedia - United States | Hispanic Heritage Awards | Hispanic Heritage Awards Foundation | http://www.starmedia.com/hispanicawards |
| | Starmedia - United States | Lancome Paris | L'Oreal USA, Inc. | http://www1.lancome.com/x4/mylancome/index.asp?mscssid=RK6F8KGNP3T59NA7PTE4CN5JVCUJ9DC7 |
| | Starmedia - United States | L'Oreal "Cita con el Destino" | L'Oreal USA, Inc. | http://www.starmedia.com/launchUSH/LorealParis/contest |
| | Starmedia - United States | Maybelline | L'Oreal USA, Inc. | http://www.starmedia.com/launchUSH/Maybelline |
| | Starmedia - United States | MiFuturo.com | eresMas | http://www.mifuturo.com/?2001.10.8.7.40.29.0 |
| | Starmedia - United States | MiVentanaMovil.com | Cingular Wireless | http://www.miventanamovil.com/internet_movil |
| | Starmedia - United States | MundoPadres.com | eresMas | http://www.mundopadres.com/?Timestamp |
| | Starmedia - United States | RedCross.org | American National Red Cross | http://www.redcross.org/ |
| | Starmedia - United States | Ritmic.com | eresMas.com | http://www.ritmic.com/? |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | Starmedia - United States | Southwestern Bell Long Distance | Southwestern Bell Telephone Company | http://www.swbelllongdistance.com/mexico2/?pl_code=MSBC102C2593P44763B44744S0&cprn9254=606475374 |
| | Starmedia - United States | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | http://www.toyota.com/espanol/ |
| | Starmedia - United States | VolvoCars.com | Volvo Cars of North America, LLC | http://new.volvocars.com/models/S60/index.shtml |
| | | | | |
| | Terra-U.S.(English) | Blue from American Express | American Express Company | http://bluemusic.launch.com/ |
| | Terra-U.S.(English) | Chevy Si | Chevrolet | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| | Terra-U.S.(English) | Hallmark.com | Hallmark Cards, Inc. | http://www.hallmark.com/hmk/Website/AboutHallmark/tk_article.jsp?BV_SessionID=@@@@0965147832.1002512585@@@@&BV_EngineID=fadccedkgiembedcfchcgl.0&CONTENT_KEY=FLOWERS_TERRA_PROMO&CONTENT_TYPE=ARTICLE&fromPage= |
| | Terra-U.S.(English) | JustforMen.com | Combe International Limited | http://www.justformen.com/ |
| | Terra-U.S.(English) | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | http://www.lafamilianet.net/ |
| | | | | |
| | Terra-U.S.(Spanish) | Blue from American Express | American Express Company | http://bluemusic.launch.com/ |
| | Terra-U.S.(Spanish) | C2it.com | Citibank F.S.B. | https://www.c2it.com/bannerXX/index.html?referral=K7GBG0GF5W |
| | Terra-U.S.(Spanish) | CantorRelief.org | Cantor Fitzgerald Relief Fund | http://www.cantorrelief.org/main.php3?communityPath=content/00/00/96/91/27 |
| | Terra-U.S.(Spanish) | Chevy Si | Chevrolet | http://www.chevrolet.com/hispanic/trailblazer/index.htm |
| | Terra-U.S.(Spanish) | GoArmy.com | U.S. Army | http://banner.goarmy.com/banrtrck/banrdocs/armyop63.jsp;jsessionid=banner.goarmy.com-7199%3A3bd655f0%3Acdabf6cad976ce4?banner=3117-013i-0040-0401-63 |
| | Terra-U.S.(Spanish) | Hpshopping.com | Hewlitt-Packard | http://www.shopping.hp.com/cgi-bin/hpdirect/shopping/scripts/home/store_access.jsp?template_type=s&script_name=site_entrance.cgi |
| | Terra-U.S.(Spanish) | JustforMen.com | Combe International Limited | http://www.justformen.com/ |
| | Terra-U.S.(Spanish) | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | http://www.lafamilianet.net/ |
| | Terra-U.S.(Spanish) | Motorola | Motorola, Inc. | http://motorola.one21.net/i2000lander?creative=i85doitall&site=buy-wirless |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | Terra-U.S.(Spanish) | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | http://www.toyota.com/espanol/ |
| | Terra-U.S.(Spanish) | VolvoCars.com | Volvo Cars of North America, LLC | http://new.volvocars.com/models/xc/index.shtml |
| | Terra-U.S.(Spanish) | X10.com | x10.com | http://ads.x10.com/terra/tra1_spanish_blur.htm |
| | | | | |
| | Univision | C2it.com | Citibank F.S.B. | https://www.c2it.com/bannerXX/index.html?referral=K7GBG0GE0W |
| | Univision | Chevy Si | Chevrolet | http://www.chevrolet.com/hispanic/silverado/index.htm |
| | Univision | Countrywide Home Loans, Inc. | Countrywide Home Loans, Inc. | http://casa.univision.com/conectese_con_un_prestador.html |
| | Univision | Despegar.com | Despegar.com | http://www.us.despegar.com/paginas/cobranded/univision/homeunv.asp |
| | Univision | FingerHut.com en Espanol | FingerHut | http://espanol.fingerhut.com/cgi-bin/tuhf/templates/gate.jsp?dest=fhs/index.jsp&site=espanol&trcd=ES_uv_ultimo&_mpn=1641182&dl_type=product&dept=20CX7 |
| | Univision | Gateway.com | Gateway, Inc. | http://especiales.univision.com/contentuvn/technology/gateway/index.html |
| | Univision | General Motors Aventuras del Camino | General Motors Corporation | http://aventuras.univision.com/889_av_lug_cit.html |
| | Univision | HollywoodRecords.Go.com | Disney Enterprises, Inc. | http://hollywoodrecords.go.com/nydiarojas/ |
| | Univision | La Familia Network (La Familia Technology Week) | Career Communications Group, Inc/IBM | http://www.lafamilianet.net/ |
| | Univision | MasterCard en Espanol | MasterCard International, Inc. | http://www.mastercard.com/us_es/ourcards/ |
| | Univision | Monsters, Inc. | Disney Enterprises, Inc./Pixar Animation Studios | http://cgi.univision.com/cgi-bin/popper/popper.cgi?w=520&h=545&s=1&r=1&st=0&m=0&t=0&lb=0&l=http://cgi.univision.com/cgi-bin/puzzle/makePuzzlePopup.cgi?name=monstersinc_20011029&ext=jpg&cols=4&rows=4 |
| | Univision | Slim-Fast Online | Slim-Fast Foods Company | http://www.slim-fast.com/spanish/index.asp |
| | Univision | SuperPages.com en Espanol | Verizon New Media Services Inc. | http://espanol.superpages.com/ |
| | Univision | TireSafety.com en Espanol | Bridgestone/Firestone | http://www.tiresafety.com/espanol/index.htm |
| | Univision | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | http://www.toyota.com/espanol/ |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | | | | |
| | Wall Street Journal Interactivo (Spanish) | AmericaEconomia.com | Dow Jones & Co. | http://www.americaeconomia.com/ |
| | | | | |
| | Weather.com (Spanish) | Casino on Net | Casino on Net | http://64.14.197.176/lang/default.asp?lang=ES&S=123456&SR=247920&R=[direct] |
| | Weather.com (Spanish) | El Sitio | El Sitio | http://www.elsitio.com/scripts/gl/astrologia/ |
| | | | | |
| | Yahoo en Espanol | 123.com | Americatel Corporation | http://www.123.com/internet/conectate/default.htm |
| | Yahoo en Espanol | Century21.com | Century21.com | http://www.century21.com/Century21Internet/index.asp?pageID=spanish/spanish.asp |
| | Yahoo en Espanol | Despegar.com | Despegar.com | http://www.statefarm.com/esp/homepage.htm |
| | Yahoo en Espanol | Explosion-Musical.com | Procter & Gamble | http://www.explosion-musical.com/spanish/ |
| | Yahoo en Espanol | Latin Grammy Awards | Latin Academy of Recording Arts & Sciences | http://latingrammy.yahoo.com/ |
| | Yahoo en Espanol | MasterCard en Espanol | MasterCard International, Inc. | http://www.mastercard.com/us_es/ourcards/ |
| | Yahoo en Espanol | MG Financial Group | MG Financial Group | http://spanish.mgforex.com/demo/default.asp?loc=OpenFree |
| | Yahoo en Espanol | Netmio.com | HBCi, Inc. | http://hbci.netmio.com/netmusica/Default_en.asp |
| | Yahoo en Espanol | SinDeudas.org | Consolidated Credit Counseling Services, Inc. | http://www.sindeudas.org/ |
| | Yahoo en Espanol | StateFarm.com | State Farm Insurance Company | http://www.statefarm.com/esp/homepage.htm |
| | Yahoo en Espanol | SuperPages.com en Espanol | Verizon New Media Services Inc. | http://espanol.superpages.com/cities/ |
| | Yahoo en Espanol | The Sharper Image en Espanol | The Sharper Image | http://store.yahoo.net/sharperimage-espanol/si637.html |
| | Yahoo en Espanol | Toyota.com/espanol | Toyota Motor Sales USA, Inc. | http://www.toyota.com/espanol/ |
| | | | | |
| | YupiMSN - U.S. | BradyNet.com | IDEAGlobal.com | na |
| | YupiMSN - U.S. | Chevy Si | Chevrolet | http://www.chevrolet.com/hispanic/trailblazer/index.htm |

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# HispanicWebMonitor Report: Active Brands by Site

| Sites by Active Brands: Month of October, 2001 | | | | |
|---|---|---|---|---|
| # | Site Advertised On | Brand Advertised | Brand Parent | TargetURL(s) |
| | YupiMSN - U.S. | Lexus of Kendall | Lexus of Kendall | http://www.yupimsn.com/lexusofkendall/ |
| | YupiMSN - U.S. | Nextel Mexico | Nextel Communications, Inc. | http://info@nextel.com.mx/zope/nextel |
| | YupiMSN - U.S. | Nextel.com | Nextel Communications, Inc. | http://www.nextel.com/ |
| | YupiMSN - U.S. | SuperPages.com en Espanol | Verizon New Media Services Inc. | http://espanol.superpages.com/ |
| | YupiMSN - U.S. | Windows XP | Microsoft Corporation | http://www.yupimsn.com/tecnologia/software/windowsxp/ |
| | | | | |
| | Zonai | Cingular Puerto Rico | Cingular Wireless | http://www.cingularpr.com/endi/endi_hablagratis.html |
| | Zonai | Doritos | Frito-Lay, Inc. | http://dearmas-designs.com/doritos/ |
| | Zonai | Infinity Laser Centers | Infinity Laser Centers | http://www.infinitylaserpr.com/ |
| | Zonai | Suncom1.com | TeleCorp PCS | http://www.suncom1.com/ |

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