

## AP SPANISH ONLINE

AP Spanish Online offers breaking news and features from Latin America and the United States, with an emphasis on news of interest to the Hispanic market — plus top international news. This service helps you attract a diverse demographic group with compelling content in Spanish organized by topic.



TOLUCA CITY, Mexico/Dec. 2005 | Cruz Azul player Luis Orozco, right, fights for the ball against Toluca's player during the first leg of their Mexico soccer League quarterfinal match. (AP Photo/Eduardo Verdugo)

### Benefits

- > Helps you build audience among a growing demographic
- > Builds your brand by keeping the look and feel of your site
- > Builds revenue with targeted content that appeals to advertisers and sponsors
- > Provides comprehensive U.S. and international news for a readership with high interest in world developments
- > Offers in-depth coverage of news and events of interest to online readers who prefer to consume news in Spanish
- > Saves development time and maintenance resources with simple tools that serve and update high quality AP content

### Essentials

- > Approximately 135 stories a day
- > Fifty to 75 daily Spanish-captioned photos for online use
- > Headlines, stories and photos are updated 24/7.
- > Offers four headline packages permanently updated, with the latest and most relevant stories on news, business, entertainment and sports
- > Three daily NYSE stock market reports: opening, midday and closing
- > A full U.S. weather forecast every morning
- > At least two features a day
- > Editors can receive advisories and a daily digest via e-mail.
- > Choice of an XML feed or a fully hosted, turnkey service



AP Photo/Dario Lopez-Millis

## Essentials – Product Details

- > Topics are U.S., Latin American and international news, business, sports, politics, entertainment, technology, health, strange news and weather.
- > Coverage is tailored to meet the interests of Hispanic readers. For example, sports news includes summaries of Hispanic players' performance in MLB and NBA games, and broad coverage of Latin American and top European soccer leagues.

### Advantages

- > AP Spanish Online presents breaking news and features written and edited for Spanish speakers, and delivers content that's formatted for easy integration with your Web site.
- > AP is the premier independent news service operating in Latin America, providing local expertise from 25 bureaus.
- > AP was started in 1846 in New York to help newspapers gather news from the U.S. war with Mexico. AP has distributed news from Latin America ever since, and has been producing a Spanish news package for use in the U.S. and elsewhere since 1952.
- > No other service comes close to the breadth of our international coverage in Spanish.

### Summary

- > AP Spanish Online offers top international, Latin American and United States news on a variety of topics, all in Spanish and updated around the clock.
- > This service offers original Spanish reporting from throughout Latin America, backed by a knowledgeable Spanish-language editing desk staffed by native Spanish-speaking journalists



(AP Photo/Mariana Eliano)

The **Associated Press** is the world's oldest and largest newsgathering organization, providing content to more than 15,000 news outlets with a daily reach of 1 billion people around the world. Its multimedia services are distributed by satellite and the Internet to more than 120 nations.

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#### Contact info:

For more information, contact your AP Bureau Chief.

To see AP Spanish Online on member sites, visit <http://www.ap.org/spanish/index.html>