

Who sees your commercial on the
Tu18Jax digital network of TV, Web and Social Media sites?

During a three-month flight on our system **your spot** is seen a total of **1,920,000 times** by an estimated **75,000 people**, each of whom sees your message an average of **25.6 times** in that period.

Tu18Jax
TV

Tu18Jax is OTA and OTT TV
with a Local Information Web Magazine,
Streaming Apps, and Hot Social Media Sites.

Tu18Jax
.com

Your message is placed on several platforms during your campaign



We are the new TV: much more than regular TV

In each of 3 months, the average total audience for your Regular Rotation plan reaches over 640,000 impressions (1,920,000 total):

200 commercials on TV – (200 x 2,000 = 400,000 impressions)

2 weeks a month in the web magazine – (2 x 3,750 = 7,500 views)

2 posts a month plus boost in our Social Media pages – (2 x 8,200 = 16,400 views)

2 times a month in the Social Media local group pages – (2 x 108,500 = 217,000 views.)



Your commercial is placed in

- **Tu18Jax, which airs and streams Tu Canal Musical with Music TV** programming all day.

Thousands of Jacksonville's Puerto Ricans, Mexicans, Cubans, Dominicans, Colombians, Venezuelans and more watched **ON-AIR, STREAMING and ONLINE**.

- **Our digital magazine, Tu18Jax.com, a local news and information publication in Spanish**, that's updated 24/7.

- **Our Social media (Facebook, Instagram, Twitter & YouTube) local "must visit" sites**, each week reaching thousands of people in Jacksonville's diverse communities.



- **Additionally**, we place the commercial in various Hispanic local interest groups in Facebook and Instagram, such as "Latinos En Jacksonville," putting your name and image in front of their 105,000 followers.

Tu18Jax is a multiplatform, multilevel, multimedia experience

According to our latest research (Sources: In-house Data Research, Roku Analytics, Facebook Insights, and Google Analytics, December 1, 2020) over 75,000 people saw your commercial at least once in the month, with an average of 8 times per viewer:

On Air on Broadcast TV, and Streaming TV such as ROKU, **Tu18Jax TV** is reaching an estimated nonduplicated audience of **45,000 viewers a month, with an average of 2,000 hourly viewers** (Between 7 AM and 1 AM.)

Our Facebook and Instagram combined pages have over **8,200** total followers and reach reach counts of **over 30,000 nonduplicated visitors a month.**

We place the ad in an average of 15 **Facebook and Instagram Groups'** pages that add up to almost **105,000 followers.** (Estimated minimum of 20,000 nonduplicated users.)

Tu18Jax.com, our web magazine has over 15,000 visits avg. per month from 6,500 nonduplicated readers.

Jacksonville's Diversified Community is a critical part of the developing metropolis, having grown by over 160% since 2000. The region is now home to over 175,000 Latinos. And the Jacksonville Hispanic Community continues to grow by over 6% per year. Latinos now amount to over 10% of the total population of the Jacksonville DMA.

Hispanic Population in Jacksonville 2019 Population Estimates	
Population on July 1, 2019 Hispanic Origin-Hispanic: Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and Counties: US Census, data released Oct. 2020	
County	Hispanic pop.
Bradford County, Florida	1,137
Clay County, Florida	22,855
Columbia County, Florida	4,837
Duval County, Florida	100,736
Flagler County, Florida	12,507
Nassau County, Florida	4,164
St. Johns County, Florida	19,759
Camden County, Georgia	3,583
Charlton County, Georgia	1,091
Glynn County, Georgia	5,830
TOTAL HISPANIC	176,499



Thank you for making Tu18Jax part of your marketing strategy

