

# Looking for the best way to reach the growing Hispanic market in Arkansas?

Hispanics have now become the largest minority group in the United States according to the latest census data. In Arkansas, the number of people who identified themselves as Hispanic or Latino has grown 337% over the past 10 years.

- *¡Hola! Arkansas* is the Natural State's Premiere Bi-lingual Newspaper since October 2000
- Distributed to over 50 cities throughout the state
- Reach Arkansas' Spanish-speaking market base
- Cost-effective advertising opportunities in *both* English *and* Spanish
- No worries about translating or typesetting
- Help promote a stronger sense of community in Arkansas

**¡Hola! Arkansas**  
THE NATURAL STATE'S PREMIERE BI-LINGUAL NEWSPAPER  
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## Today's THV y ¡Hola! Arkansas difundir noticias locales en español

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**Today's THV and ¡Hola! Arkansas to Broadcast Hispanic News**

Little Rock, AR - Today's THV (KTHV, Little Rock) President and General Manager Larry Aulas announced Friday, July 25, that KTHV will begin broadcasting 10:00 Difference of THV in Spanish on Monday through Friday starting July 29th, a live Spanish interpretation of the 10:00 Difference will see no change since the Spanish interpretation will be the same as the English version.

## Take a closer look at your options.

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