

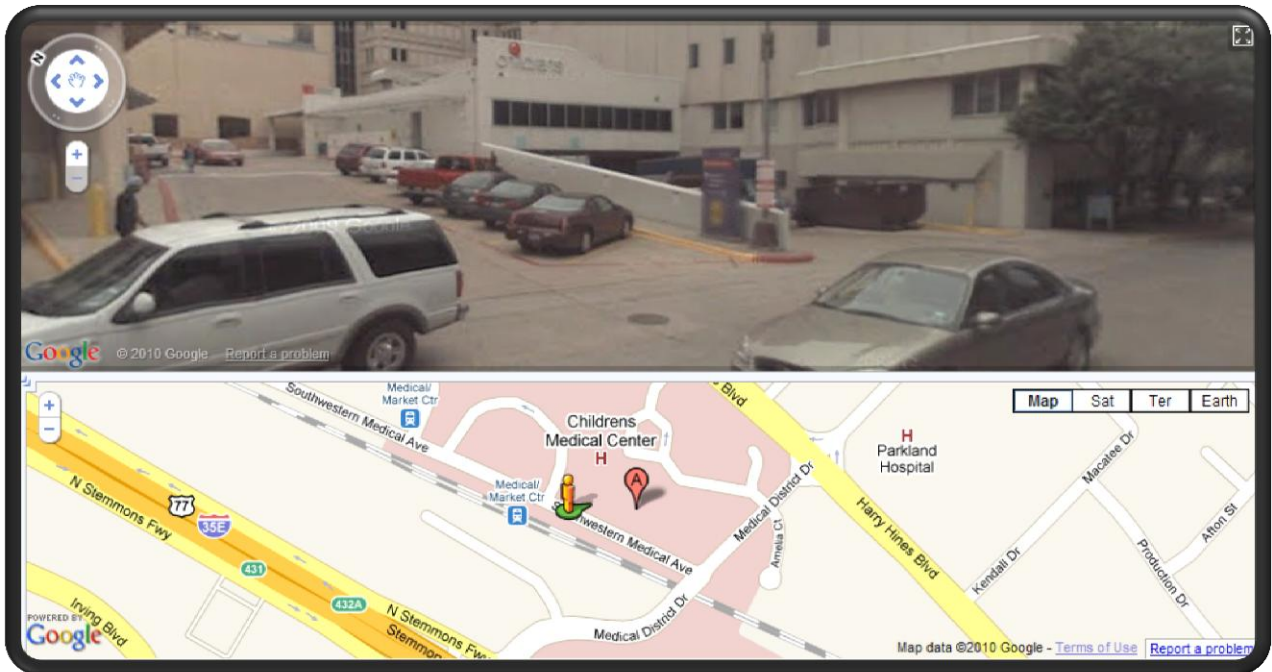
The Benefits of Advertising with Busca-Ayuda

- **Bilingual Video-** The video will change the way we find information online because we can see and hear the message being broadcast all on one web portal. There is great value between the chemistry of the user and our client through the utilization of video. Your industry can use video to communicate and explain your message to the Hispanic community, as well as promoting the business. Also, any professional productions you may already have can be used to its full potential through Busca-Ayuda.



- **CEO-W/MBE Message-**This is an extremely valuable advertisement. The CEO's message is intended to convey to the minority business community, Latino Leaders and organizations, including but not limited to the League of United Latin American Citizens (LULAC), various Hispanic chambers of commerce, numerous elected officials, the American G.I. Forum, the Latino Peace Officers Association among others your desire to increase Women & Minority-Owned Business Participation with your company. Because Busca-Ayuda possesses the largest Hispanic consumer and business database in North Texas, your message is effective. Additionally, by posting other minority-owned businesses that have received contracts with your Business, this encourages many others to consider contacting the appropriate personnel in your company to explain the process.
- **CompShow** - This brings even more information, through the use of pictures, to the Hispanic users. The CompShow is a revolutionary idea for finding businesses because it connects the user to the business automatically. No other search engine uses CompShow when searching for information. We recommend our clients use the CompShow feature to showcase their numerous branches, line of products, offices, etc. Click [here](#) for a live CompShow example.

- Google Maps-** the Google maps feature of our portal provide the user with easy access to your business. When we invented this ground-breaking Portal, we created it with the user in mind—that is why simplicity and user-friendliness is essential. We can use Google maps to map your many different locations so that your customers or clients don't waste time trying to find any of your locations.



- Bilingual Star™-** Our Bilingual Star™ was created over 25 years ago, and the purpose of the Bilingual Star™ was the original drive of our company. For 25 years the Bilingual Star™ has had a lasting effect on the Hispanic community. We are all about serving the Hispanic community and with our innovative Bilingual Star™, the Portal can identify your Bilingual locations.



- **Priority Ranking**- Priority Ranking brings our client's business to the fastest growing community- the Hispanic market; it does all this the quickest way possible. This remarkable tool brings your business straight to the top of the list when searched. Your company would benefit greatly from this tool.



The screenshot shows the homepage of BUSCA AYUDA, a search engine for the Hispanic market. The header features the logo and the tagline "The Hispanic Search Engine and Web Portal Powered by the Bilingual Yellow Pages". Navigation links include Home, Find a Business, Find a Job, Calendar, Coupons, What's New, About Us, and Contact Us. Language options for "In English" and "En Español" are available. The main content area displays "Search Results" for attorneys, with a green oval highlighting the top results: Adelfa Callejo Attorney at Law and Steve Salazar Attorney at Law, both from www.byp texas.com. A Google Custom Search logo is also visible.

- Bilingual WebAd-** The WebAd brings the original design of the print product advertisement, and integrates it onto the Portal while keeping the importance of resolution in mind. The difference between the print advertisements and portal advertisements is that the WebAd is linked to your website, so the user can find additional information with just one click. You can use WebAd for this purpose.

Parkland
 When Collaboration can be rare...
FIND IT HERE.

COLLABORATION: Having a voice on a team of diverse health care professionals who value your input and recognize your patient contribution. In our system, diversity is applauded and supported. Here, you will team with talented professionals living out their dreams and ideals. . . and live yours in the process.

careersatparkland.com/0018

Parkland is committed to providing tobacco-free facilities and grounds for the safety and health of the staff, patients, and families we serve.
 Equal Employment Opportunity Employer.
 Requires Pre-Employment Drug Testing as a Condition of Employment.

Parkland
 Cuando la colaboración es algo raro...
ENCUENTRELA AQUÍ.

COLABORACIÓN: Tener una voz en un equipo diverso de profesionales de la salud que valoran su opinión y reconocen la contribución de su paciente. Nosotros apoyamos y aplaudimos la diversificación. Aquí sera parte de un equipo de profesionales con mucho talento que viven sus sueños e ideales día a día... y los suyos en el proceso.

careersatparkland.com/2821

Parkland esta comprometida a tener instalaciones donde es prohibido fumar, para poder ofrecer un ambiente saludable para su personal, pacientes y las muchas familias a las cuales servimos. Somos una entidad de igualdad de oportunidades de empleo. Requerimos un análisis de drogas como condición de empleo.

- Homepage Exclusivity-** This allows your logo to be on the home page of the website. This is extraordinary because every user visits the home page, so every user will see your logo!

Advertise with busca-ayuda.com

NORTH TEXAS
 HOST TO
SUPER BOWL

Dallas County Community College District | AirHogs | children's MEDICAL CENTERS | DFW | Parkland | UNIVISION

Sign up to receive discount coupons and special offers through our e-newsletter



- **Quarterly Newsletter**- Through Busca-Ayuda, you can broadcast news about your business directly to the Hispanic community. Your news will be submitted to the most comprehensive newsletter available on the Web. With stress-free navigation and superior artistic designs, the reader will be able to read your news easily and comfortably. Your business can use this tool to discuss success stories from your diverse team all to the public in English, and of course, in Spanish.
- **Line Listing**- the Line Listing is a simple and cost-effective way to integrate your business on Busca-Ayuda. It simply provides basic information to the user about your business such as address and phone number. We recommend you utilize this for all of your locations.
- For results on our print product alone, please click [here](#) and play the video you see on the right hand side on the Home Page.
- The Busca-Ayuda Web Portal is also the only interactive product endorsed by Hispanic Leaders and organizations; these leaders and organizations actively promote the Web Portal to their members & constituents. If you would like to see some of these videos, please click [here](#).
- For rate information regarding any of our Business, W/MBE or Job Listing packages and their add-ons, please click [here](#).