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San Jose named in Ace Hispanic entry

Following an extensive agency review, San Jose & Associates was named agency of record by Ace Hardware for Hispanic markets.

Ace's entry into the Hispanic marketing arena came after research showing growth in do-it-yourself home projects by members of that segment, according to the national hardware chain's Dir. of Advertising, Lee Johnson.

ADVISTA

Volume 5, No. 1

THE NEWSLETTER FOR THE HISPANIC MARKETING COMMUNITY

January 1991

SAN JOSE & ASSOCIATES, a Hispanic advertising agency based in Chicago, Illinois, was chosen the agency of record of Monroe Communications, the newly licensed owner of Channel 44, which presently telecasts Telemundo.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency

THE
SAN JOSE
GROUP