

Great American Nightmare  
Report Latin Market

**INTERVIEWS:**

- 10/10 On-site: Estrella TV – to air 10/16
- 10/17 3:00pm Onsite: Univision for 6:00pm local news with Lupe Fuentes  
<http://videos.univision.mobi/entry/view/id/2279690#entry/view/id/2279690>
- 10/17 3:00pm Onsite: Mundo Fox National & Channel 22 local with Lupe Fuentes to air on 10/28  
<http://www.youtube.com/watch?v=CIDbKa-mIDs>
- 10/18 9:30pm Interview with Luchadores at Latino 96.3fm



- 10/19 11:00pm ticket give-away on KPFK 90.7fm “Travel Tips for Aztlan” (ACA)
- 10/21 @ LATV Studio 7PM - Lupe Fuentes to air on 10/24 – Canceled by Management
- 10/22 @Radio Exitos interview with Lupe Fuentes Live at 7:00pm
- 10/24 On-Site Telemundo “Acceso Total”  
Rob Zombie’s Great American Nightmare (aired on 10/31)  
<http://www.youtube.com/watch?v=NIYWW4c9jg8>  
Lupe Fuentes (aired on 10/30)  
<http://www.youtube.com/watch?v=lym0qXrKLXM>
- 10/24 On-Site Telemundo National show “Al Rojo Vivo” to aired on 10/28  
[http://msnlatino.telemundo.com/videos/al\\_rojo\\_vivo/actriz\\_porno\\_es\\_ahora\\_cantante/235524ed-76bf-42e6-aaaf-787920a9c326](http://msnlatino.telemundo.com/videos/al_rojo_vivo/actriz_porno_es_ahora_cantante/235524ed-76bf-42e6-aaaf-787920a9c326)

Great American Nightmare  
Report Latin Market

**RADIO:**

Radio Latino 96.3fm

- Promotion started on 10/10
- 40 tickets are being given away
- Online promo on their main website page started on 10/10
- We had a booth and gave away flyers at their Calibash event @ staples on 9/14
- 10/17 interview with the luchadores @ 9:30pm



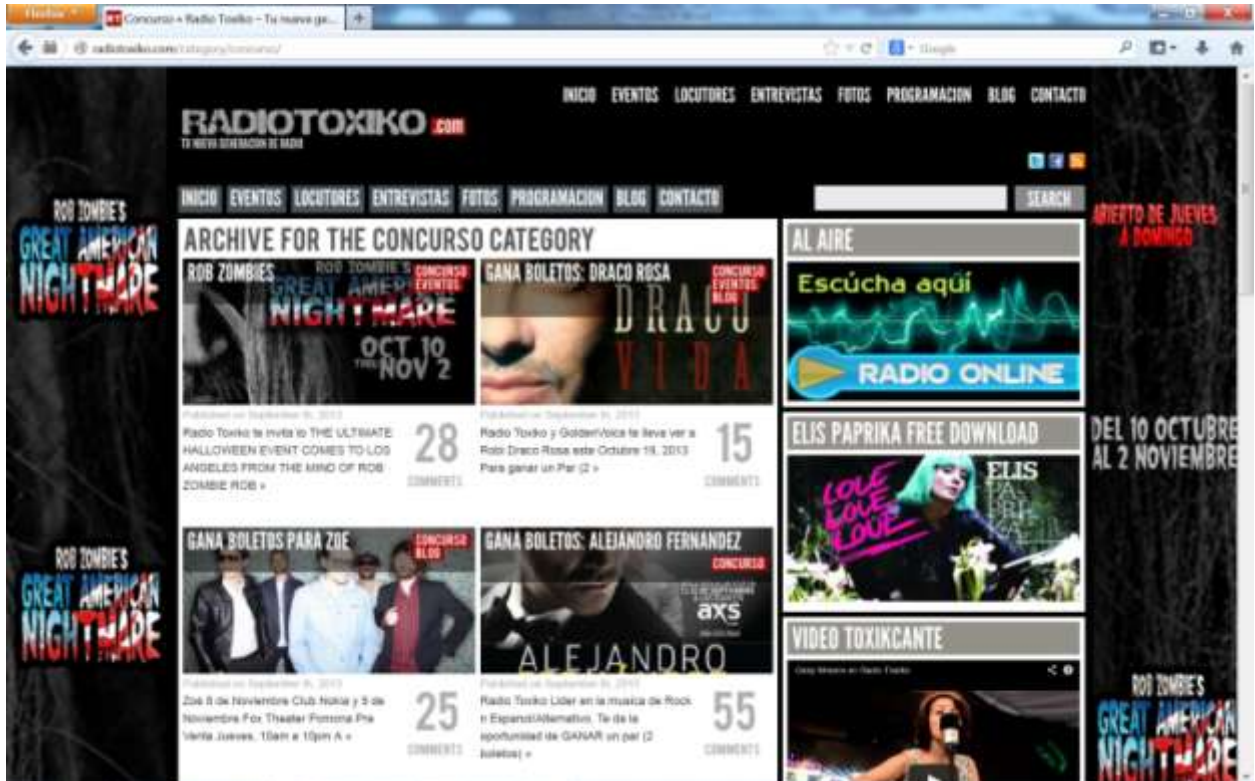
- 10/20/13 ON-SITE Radio tent with Promo Team



Great American Nightmare  
Report Latin Market

Radio Toxico

- Promotion online since 9/23
- 20 tickets are been given away
- Were onsite Sunday 10/13 with live broadcast



*Great American Nightmare  
Report Latin Market*

**Radio Exitos**

Flyer distribution thru their street team on different remotes since 10/15 in the following dates/locations:

- September 14+15 – Calle Cuatro Festival - Santa Ana
- September 25 – Placita Olvera – DTLA
- September 27 – Van Hit – Long Beach
- September 28 – Van Hit – San Pedro
- September 29 – Van Hit – Santa Ana
- October 4 – 6 – Sabor de México – Huntington Park
- October 5 – YWCA 5k Run – San Pedro
- October 6 – Clava Bike Marathon – DTLA
- October 7 – Van Hit – Anaheim
- October 8 – Van Hit – Ontario
- October 9 – Van Hit – W. Covina
- October 10 – Van Hit – San Fernando
- October 11 – Van Hit – Los Angeles
- October 12 – Van Hit - Wilmington
- October 13 – Van hit – Northridge
- October 14 – House of Blues – Anaheim

**ACA FLYER /POSTER Distribution:**

- NOHO Gardens
- SuaccVille Barber Shop
- Paradise Smoke Shop
- Fresh Colective Peace
- Smoke Shop Burbank
- Bengies Smoke Shop
- Marie Et Cie Caffè

**ONLINE:**

**LBE Magazine**

- Sent e-blast on 10/2
- Online contest giving away 4 pair of tickets
- Article will be up on 10/17 <http://www.labandaelastica.com/content/noche-de-terror-con-rob-zombie>
- Contest on their facebook ticket giveaway since 10/10
- E-blast sent on 10/18 <http://goo.gl/M4gW2n>

**Quinceañera**

- Banner on newsletter on 10/2 and 10/10
- E-blast 10/10

**Bazuca**

- Sent e-blast on 10/1, 10/10 and 10/19





Great American Nightmare  
Report Latin Market

Al Borde Magazine

- Banner in newsletter on 10/3 & 10/10
- e-blast on 10/11
- 4 tickets have been give away on an online contest on their facebook page
- article on line
- <http://www.alborde.com/lifestyle/rob-zombies-great-american-nightmare-terrorize-los-angeles/>

Home / Lifestyle / Rob Zombie's Great American Nightmare to Terrorize Los Angeles

## Rob Zombie's Great American Nightmare to Terrorize Los Angeles

Written by Al Borde  
Published on October 3, 2013



### Groundbreaking musician and filmmaker Rob Zombie will unleash his Great American Nightmare on Los Angeles this Halloween season.

This bone-chilling experience will combine the most advanced haunted house attractions with a not-to-be-missed music festival from top artists in hard rock, alternative, EDM, and more, every Thursday, Friday, Saturday and Sunday from October 10 through November 2, 2013 at the Fairplex FEARplex in Pomona, CA.

A creative collaboration between masters of the macabre Rob Zombie and preeminent haunted house producer Steve Kopelman, the fully immersive haunted house experience will feature three attractions based on Zombie's own horror films: Lords Of Salem Total Black Out, The Haunted World Of El Superbesto 3D, and Haunt Of 1,000 Corpses. The shocking—and sometimes disturbing—fright attractions will offer a three-dimensional experience with animatronics and effects, a maze that is the ultimate definition of claustrophobia and fear, sudden chills and startling thrills, and salacious humor that will make one scream with fright and laughter.

#### The ultimate badass Halloween experience

As a musician, Rob Zombie has sold over fifteen million albums worldwide to date. The rock-turned-film director is the only artist to experience unprecedented success in both music and film as the writer/director of five feature films, with a worldwide gross totaling more than \$100 million. Rob Zombie and his band of maniacs—John Sigular, Piggy D'back and drummer Ginger Fish—headlined the Rockstar Energy Drink Mayhem Festival across America this summer. The theatrical live performance featured elaborate, multi-media production, complete with hair-raising theatrics, animatronic robots, oversized LED screens, a non-stop collage of psychotronic monster film clips, a spectacular light show, a gigantic robot with flames shooting out of its body, pyrotechnics, insane guitar riffs and vicious beats. Rob recently released his fifth solo studio album, Venomous Rat Regeneration Vendor, marking the first release on his new label Zodiac Swan through T-Boy Records/ULiFe. On April 26—the same week his album was released—Zombie premiered his sixth motion picture, The Lords of Salem, which he wrote, directed and produced in tandem with the producers of the ParanormalActivity franchise, with Anchor Bay Films.

"This is it! The ultimate badass Halloween experience! No one will walk away disappointed," says Zombie. "I am thrilled to bring The Great American Nightmare to California and begin a



#### The Hot List

- Sidhartha adriana escribo 'Si Ave'
- Rob Zombie's Great American Nightmare to Terrorize Los Angeles
- ADG Live no pagará por le muerte de Michael Jackson
- Robi Orosi Plaza Returns to the Stage
- Por artículo una nueva serie sobre 'Salmer'



*Great American Nightmare  
Report Latin Market*

**PRESS:**

<http://tijuaneo.com/principal/recomendaciones/el-mayor-evento-de-horror-y-rock-del-ano-esta-en-pomona-california/>

<http://www.sahagunradio.com/>

<http://laconexion.tv/blog/?cat=27>

<http://sintesis.mx/vox/nota.php?id=14204&plaza=hidalgo>

<http://tijuaneo.com/principal/>

<http://www.labandaelastica.com/content/noche-de-terror-con-rob-zombie>

<http://goo.gl/M4gW2n>

**TV'**

**Univision 10/17**

<http://videos.univision.mobi/entry/view/id/2279690#entry/view/id/2279690>

**Mundo Fox & Channel 22 aired on 10/28**

<http://www.youtube.com/watch?v=ClDbKa-mIDs>

**Telemundo / Acceso Total**

Rob Zombie's Great American Nightmare (aired on 10/31)

<http://www.youtube.com/watch?v=NIYWW4c9jg8>

Lupe Fuentes (aired on 10/30)

<http://www.youtube.com/watch?v=lym0qXrKlXM>

**Telemundo / Al Rojo Vivo aired on 10/28**

<http://msnlatino.telemundo.com/videos/al-rojo-vivo/actriz-porno-es-ahora-cantante/235524ed-76bf-42e6-aaaf-787920a9c326>

## Northgate Grocery Markets:

- Distributed 5,000 flyers at 35 store locations
- Distributed 2-4 posters per location
- Runs three times a day 30 sec spot at each store promoting the event
- Run event ad on circular mailed to 1.5 million homes on 10/16
- Ticket sales: 28



Circular sent on 10/16/2013