



**feature type**  
comic strip

**frequency**  
7x / week

**delivery methods**  
FTP, Uclick®

**target audience**  
Diverse, including Hispanics and other minority groups

With more than a third of the Latino population still under 18, the boom is just beginning. By the year 2005, Latinos are projected to be the largest minority in the country. The Latin Invasion into the music charts has brought Latino culture into the mainstream of American society. With such rich culture spreading into every type of media from music to movies, you may ask yourself how you can bring it, and the people who love it, to your Web site. Have no fear, BALDO is here.

Writer Hector Cantu and artist Carlos Castellanos have created a comic strip whose warmth and gentle humor will appeal to all of your readers. BALDO has come forward to meet the demand for a strip that features Latino characters and themes. Most importantly, it has utilized two time-proven elements: good writing and good artwork. Its characters include:

- Baldo: a teen with a penchant for magical daydreaming who longs to date the prettiest girl in school. In the meantime he'll settle for a good game of soccer and building his very own lowrider car – one piece at a time.
- Gracie: a little sister with a cause – no ribbons and fluffy dresses here. It's Earth-saving campaigns and a "Chica Power!" mantra for this strong-willed, yet cute, rebel.
- Dad: the anchor of the Bermudez family and a business owner who wants only the best for his "perfect" children.
- Tia Carmen: the live-in aunt who hovers over her nephew and niece with a bag full of Old World ways, common-sense advice and magical remedies.

This strip not only provides a humorous look at what it's like to be Latin American, but it lets readers enjoy and remember what it was like to be young in America.

### **About the Creators:**

Hector D. Cantu studied journalism at the University of Texas at Austin and today is an assistant features editor at the Dallas Morning News. He also writes a nationally distributed business column for Knight Ridder Tribune News Service. He spent nearly six years at award-winning Hispanic Business magazine in Santa Barbara, Calif. His writing has appeared in The Los Angeles Times Magazine and The Hollywood Reporter.

As a child, Carlos Castellanos was always interested in creating art. He began his freelance career as an illustrator in 1981 while still in college. "And I've never looked back," Carlos says. He now keeps himself busy doing work for magazines, book publishers, ad agencies and corporate clients in Florida and nationally.



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