

NewsRadio **610** **WIOD**

WIOD-AM • www.wiod.com



www.610wiod.com

MEDIA KIT

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7601 Riviera Blvd. Miramar, FL 33023 • www.wiod.com

NewsRadio 610 WIOD is South Florida's Most Important Radio Station!

More and more people will be listening to NewsRadio 610 WIOD in 2009 for the following reasons:

- Economy** – What will our president & congress do?
- Traffic** – What route is the best way to get to work then home?
- Breaking News** – Is my world safe?
- Storms/Hurricanes** – What should I do in an emergency?

Everyday in 2009 South Florida will be tuning into NewsRadio 610 to get the answers to these questions, and more!

They are listening to:



Jimmy Cefalo and South Florida's Morning News
M-F 5:45a-10a



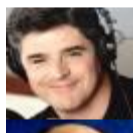
The Glenn Beck Show
M-F 10a-12n



Rush Limbaugh
M-F Noon-3pm



Todd Schnitt
M-F 3-6 pm



Sean Hannity
M-F 6-9 pm



Mark Levin
M-F 9p-12a



Rush week in Review
Sun 4p-7p



Best of Beck
Sat 5p-8p



- The audience is Loyal –Listening over eight hours a week – NewsTalk formats are an intrusive format meaning your commercial messages will be heard! Maximizing results for advertisers.
- The audience is lucrative. Over half or 58.4% has a household income of \$75,000 annually. That means they have the money to do business with you.

Can you afford not to be on South Florida's most important radio station?

* (Source: Scarborough Release 2 2008 Aug07-Jul08, Adults 18+; Cume Reach/Retail Spending Power: Arbitron SU08, Persons 12+)

Profile and Personalities





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SOUTH FLORIDA'S MOST LOYAL AND LUCRATIVE RADIO AUDIENCE

NewsRadio 610 WIOD is the area's source for up to date News/Traffic, Sports and Hurricane information – Here are some other benefits of becoming a part of the NewsRadio 610 WIOD's family of advertisers.

Audience

- NewsRadio 610 WIOD reaches 300,000 people each week who spend nearly \$2.4 billion annually. How can we help you motivate this huge portion of South Florida population to take advantage of your products and services?

5:45a – 9a Live and Local

- It's the award-winning South Florida First News with Jimmy Cefalo – News, weather, traffic – the best way to wake up.

Traffic & Weather Together Every Ten Minutes on the 10's during your drive to work then home.

- News, sports, traffic and weather updates. Listeners depend upon NewsRadio for vital information that commands attention and provides a motivating environment for your commercial message.
- NewsRadio 610 WIOD is the official radio station for Broward County Emergency information.

Rush Limbaugh, Glenn Beck, Sean Hannity, and Todd Schnitt

- These are the nation's most entertaining and popular shows and they attract a loyal and lucrative South Florida following.

Great Signal

- Your message will be heard clearly throughout the South Florida Metropolitan area.

Most importantly

The NewsRadio 610 WIOD Pledge

Professionals who will talk to you about what you're looking to accomplish and develop a customized plan to help you achieve your business objectives and maximize your investment.

*Reaching South Florida's most loyal and lucrative consumer
NewsRadio 610 WIOD the NewsTalk leader!*

THE RESULTS YOU EXPECT – THE SERVICE YOU DESERVE

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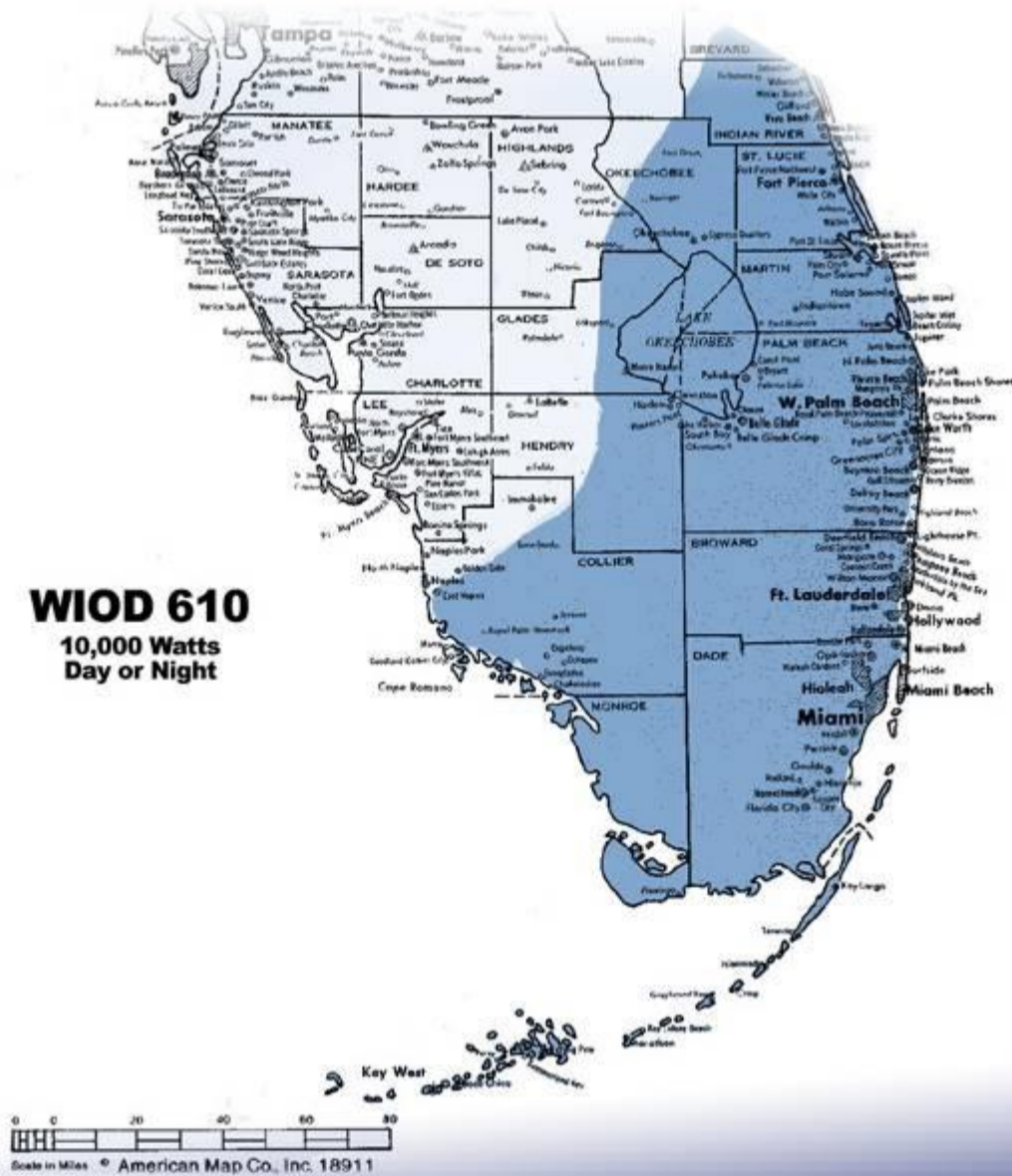


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WIOD covering South Florida and more like no other NewsTalk can!

WIOD reaching hundreds of thousands of listeners every week!

WIOD 610
10,000 Watts
Day or Night



Coverage Map

