

100.3FM 610AM
NewsRadio
WIOD
wiod.com



MEDIA KIT

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

More and more people will be listening to NewsRadio 610 WIOD and now 100.3FM in 2012 for the following reasons:

Election year – Will there be a new president?

Economy – What will our congress do to get this economy moving again ?

Traffic – What route is the best way to get to work then home?

Breaking News – National breaking news as well as local breaking news!

Storms/Hurricanes – What should I do in an emergency?

Everyday in 2012 South Florida will be tuning into NewsRadio 610 and 100.3FM to get the answers to these questions, and more!

They are listening to:



*Jimmy Cefalo and
Manny Munoz
"South Florida's
First News" M-F 5:45a-
10a live and local*



*Rich Minaya
M-F 3-6 pm
live and local*



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



*Sean Hannity
M-F 6-9 pm*



*Rush Limbaugh
M-F Noon-3pm*



*Schnitt Show
M-F 9p-12a*

- 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





SOUTH FLORIDA'S MOST LOYAL AND LUCRATIVE RADIO AUDIENCE

NewsRadio 610 WIOD and 100.3FM 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 WIOD's family of advertisers.

Audience

- NewsRadio 610 WIOD and 100.3FM reach 300,000 people each week who spend nearly \$2.4 billion annually. Here is how can we help you motivate this huge portion of South Florida population to take advantage of your products and services?

5:45a – 10a Live and Local

- It's the award-winning South Florida First News with Jimmy Cefalo and co-host Manny Munoz – news, weather, traffic, national news as well as local news and local issues that face South Floridian's, it's 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 and 100.3FM is the official radio station for Broward County Emergency information.

3p – 6p Live and Local

Rich Minaya is truly one of South Florida's most entertaining radio personalities! Rich offers South Floridian's a forum for local issues to be discussed as well as national topics! it's the show that lets South Floridian's voice their opinions.

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, thousands every week tune in!

Great Signal

- Your message will be heard clearly throughout the South Florida Metropolitan area on the AM and FM dial!

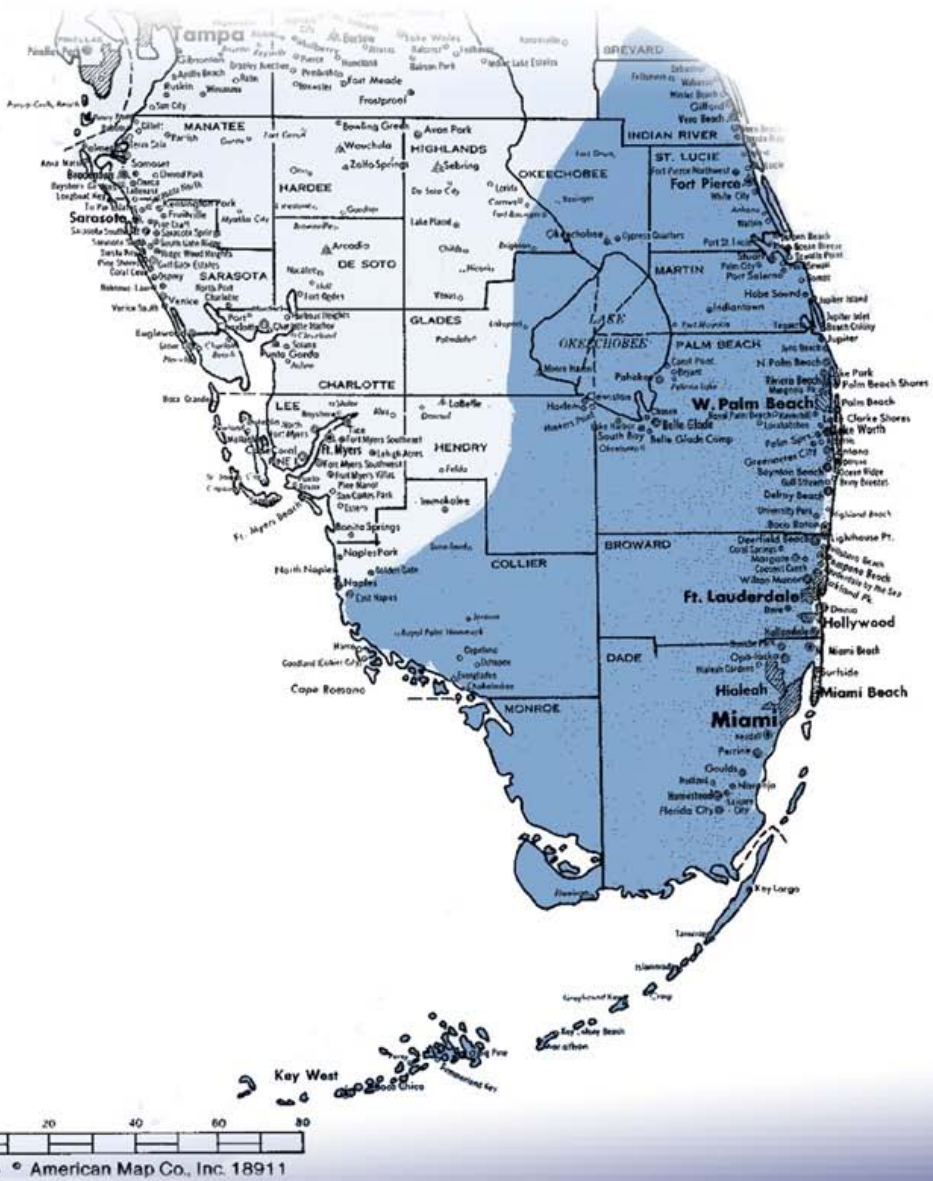
*Reaching South Florida's most loyal and lucrative consumer
NewsRadio 610 WIOD and now 100.3FM the NewsTalk leader!*

THE RESULTS YOU EXPECT – THE SERVICE YOU DESERVE

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Coverage Map

