

# Media Kit



The #1 platform  
for reaching Tampa's Mexican  
and Central American community.

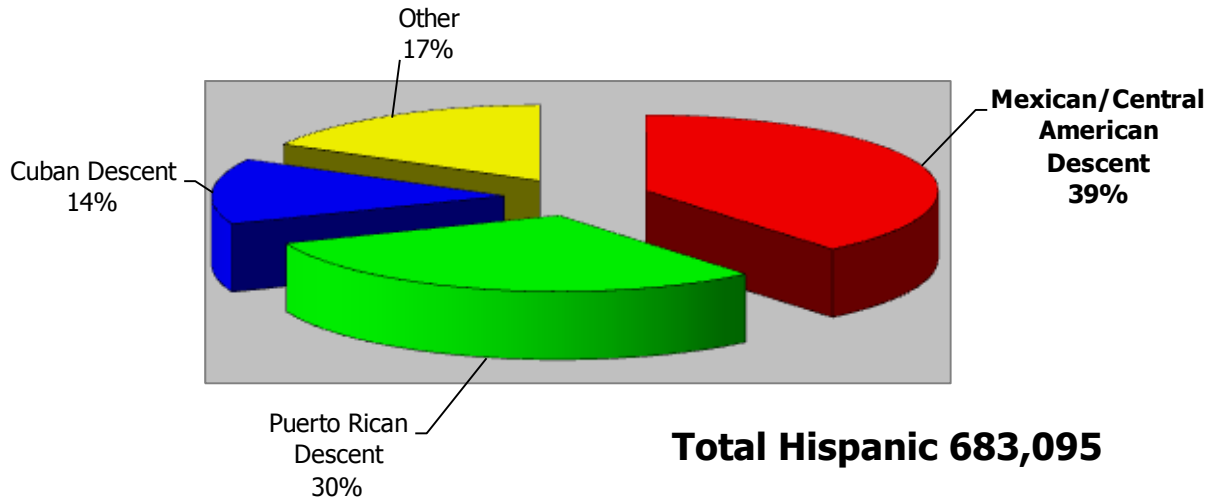
## Why Market to the Tampa Hispanic Community?



- There are over 450,000 Hispanics living and working in the Tampa-St. Petersburg Metro (Hillsborough /Pinellas/Pasco/Hernando) and over 670,000 in the overall ten-county region (including Citrus, Polk, Manatee, Sarasota, Hardee and Highlands).
- The Tampa-St. Petersburg metro is 17.4% Hispanic.
- The City of Tampa is 23% Hispanic
- Hillsborough County – which makes up 47% of the metro population - is 25% Hispanic.
- Hispanics are the #1 ethnic group in the Tampa-St. Petersburg region and throughout the State of Florida.
- Those of Mexican and Central American descent are the fastest growing and largest segment of the region's Hispanic community representing 39% of all Hispanics. 30% are Puerto Rican and 14% are of Cuban descent.
- The Tampa-St. Petersburg-Sarasota Hispanic population has grown 92% from 2000 to 2011.



## Tampa-St. Petersburg (Sarasota) Hispanic Population 2010



Source: US Census 2010

### Hispanic Population Top 10 Zip Codes Hillsborough County

ZIP CODE	CITY	POPULATION	% POPULATION	
				HISPANIC/LATINO
33607	Tampa, FL	22,801	41.4%	
33634	Tampa, FL	19,255	37.4%	
33615	Tampa, FL	41,349	28.6%	
33603	Tampa, FL	20,947	28.5%	
33605	Tampa, FL	17,081	26.5%	
33567	Plant City, FL	25,920	22.2%	
33609	Tampa, FL	16,180	21.4%	
33604	Tampa, FL	36,785	21%	
33523	Dade City, FL	17,388	20.8%	
33625	Tampa, FL	20,781	20.1%	

**One out of  
every 5 people  
in Florida is  
Hispanic**

# Hispanic Consumers



## More Money



- ✓ **Hispanics in Florida spent \$101 billion in 2008**
  - \* More than any other minority group in the state
- ✓ **Hispanics in Florida are expected to spend \$153 billion in 2013**
  - \* Their market share will have tripled from 1990-2013
- ✓ **Hispanic buying power has grown at more than 2X the rate of non-Hispanic since 1990**

Source: Selig Center for Economic Research



## The Hispanic Shopper

- ✓ **Hispanic families are anteing up at checkout counter**

PRODUCT	% of \$'s
Dry Grocery	38%
Non-Food	13%
Health & Beauty Care	10%
General Merchandise	10%
Dairy	9%
Frozen	8%
Alcoholic Beverage	4%
Meat	3%
Fresh Produce	3%
Deli	2%

Source: Nielsen Homescan 2009



**THE HISPANIC SHOPPER SPENDS \$50 BILLION**

- ✓ Tampa Hispanic median household income is \$44,543 according to Geoscape International 2011.

Who we are?



# Region's #1 platform for reaching the Mexican and Central American community

## Format

La Ley 760 airs a Regional Mexican format blending the music of top Mexican artist such as Banda El Recodo, Intocable, Jenny Rivera, Montéz de Durango, and many more.

News and traffic reports air Monday-Friday during morning hours.

## Target Audience

WLCC Ley 760 targets Hispanic Americans of Mexican & Central American origin in the 18-54 age group.

## Signal Strength

La Ley 760 has a strong 10,000-watt signal which covers the entire Tampa- St. Petersburg metro.

## On-Air Talents:



Sonia Leal



Víctor Ramírez



Carmen Quezada



Amador Reynoso (Dj Dedos)



Genny Morales

Coverage Map





# Program Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
5:00 AM	LOS HIJOS DE LA MAÑANA / VICTOR RAMÍREZ					MUSIC		Midnight to 7:00 AM		
6:00 AM						MUSIC & BROKERS / GENNY MORALES		MUSIC		7:00 AM
6:30 AM								MÚSICA PERRONA DEL FIN DE SEMANA/SONIA LEAL		MUSIC & BROKERS / GENNY MORALES
7:00 AM						MUSIC				8:00 AM
7:30 AM						MÚSICA PERRONA DEL FIN DE SEMANA/SONIA LEAL		MUSIC & BROKERS / GENNY MORALES		8:30 AM
8:00 AM								MUSIC		9:00 AM
8:30 AM						MÚSICA PERRONA DEL FIN DE SEMANA/ DJ DEDOS (AMADOR REYNOSO)		MUSIC & BROKERS / GENNY MORALES		9:30 AM
9:00 AM								MUSIC		10:00 AM
9:30 AM						MÚSICA PERRONA DEL FIN DE SEMANA		MUSIC & BROKERS / GENNY MORALES		10:30 AM
10:00 AM								MUSIC		11:00 AM
10:30 AM	THE BEST REGIONAL MEXICAN MUSIC / SONIA LEAL					MÚSICA PERRONA DEL FIN DE SEMANA/ DJ DEDOS (AMADOR REYNOSO)		11:30 AM		
11:00 AM	LA HORA DE LA PAPA / SONIA LEAL					MUSIC		12:00 PM		
11:30 AM	THE BEST REGIONAL MEXICAN MUSIC / SONIA LEAL					MUSIC		12:30 PM		
12:00 PM	TARDES PERRONAS / DJ DEDOS (AMADOR REYNOSO)					MUSIC		1:00 PM		
12:30 PM	LA LEY MIX / DJ DEDOS (AMADOR REYNOSO)					MUSIC		1:30 PM		
1:00 PM	TARDES PERRONAS / DJ DEDOS (AMADOR REYNOSO)					MUSIC		2:00 PM		
1:30 PM	NOCHES PICOSAS / CARMEN QUEZADA					MUSIC		2:30 PM		
2:00 PM	MUSIC					MUSIC		3:00 PM		
2:30 PM	MUSIC					MUSIC		3:30 PM		
3:00 PM	MUSIC					MUSIC		4:00 PM		
3:30 PM	MUSIC					MUSIC		4:30 PM		
4:00 PM	MUSIC					MUSIC		5:00 PM		
4:30 PM	MUSIC					MUSIC		5:30 PM		
5:00 PM	MUSIC					MUSIC		6:00 PM		
5:30 PM	MUSIC					MUSIC		6:30 PM		
6:00 PM	MUSIC					MUSIC		7:00 PM		
6:30 PM	MUSIC					MUSIC		7:30 PM		
7:00 PM	MUSIC					MUSIC		8:00 PM		
7:30 PM	MUSIC					MUSIC		8:30 PM		
8:00 PM	MUSIC					MUSIC		9:00 PM		
8:30 PM	MUSIC					MUSIC		9:30 PM		
9:00 PM	MUSIC					MUSIC		10:00 PM		
9:30 PM	MUSIC					MUSIC		10:30 PM		
10:00 PM	MUSIC					MUSIC		11:00 PM		
10:30 PM	MUSIC					MUSIC		Midnight		
11:00 PM	MUSIC					MUSIC				
Midnight	MUSIC					MUSIC				