

# Media Kit



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

## Why Market to the Tampa Hispanic Community?



There are over 550,000 Hispanics living and working in the Tampa-St. Petersburg metro (Hillsborough /Pinellas/Pasco/Hernando) and well over 650,000 in the overall DMA (Citrus, Polk, Manatee, Sarasota, Hardee and Highlands)

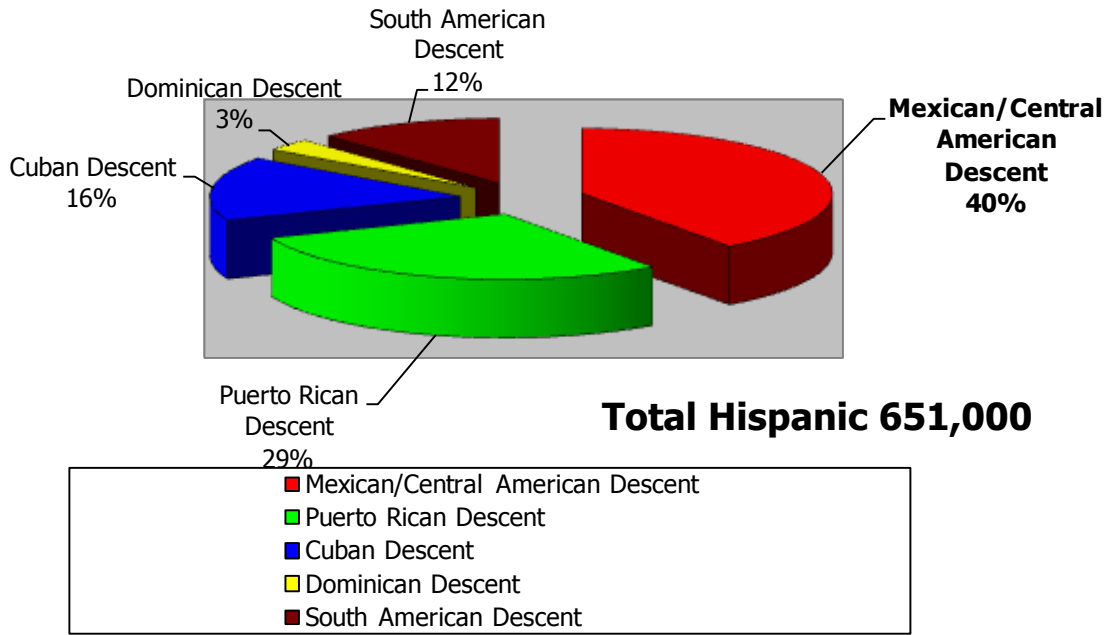
The Tampa-St. Petersburg metro is realistically nearly 24% Hispanic.

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 and largest growing segment of the region's Hispanic community, representing nearly 50%. About 30% are Puerto Rican and 16% Cuban, followed by all other Caribbean and South American countries.



# 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**

- ✓ According to Tampa 2007 Scarborough qualitative research, 63% of Hispanic households in the Tampa-St. Petersburg region earn over \$35,000 per year

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, and Montéz de Durango, among others.

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

## Target Audience

WLCC Ley 760 targets Hispanic-Americans of Mexican 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



Javier Plascencia

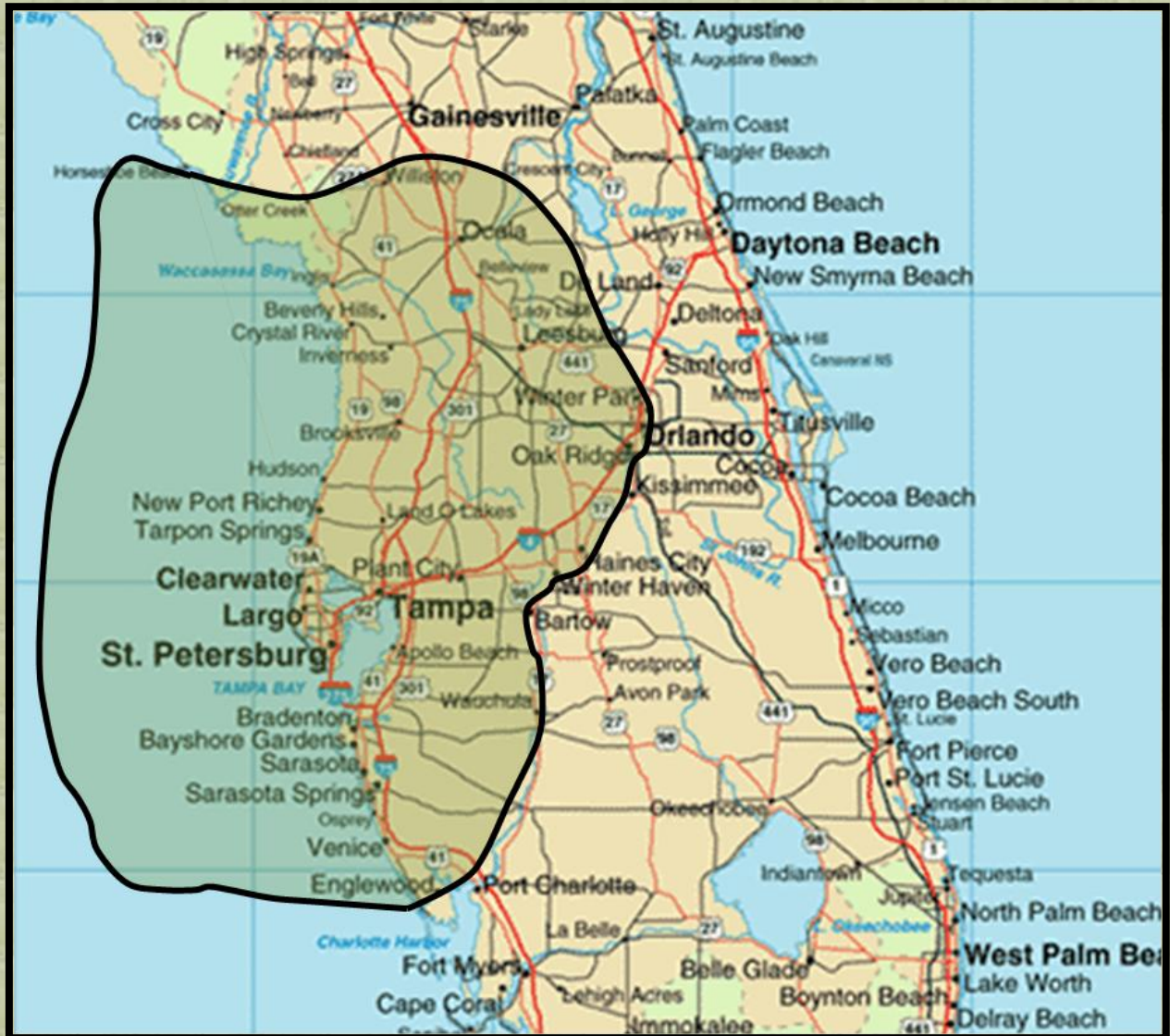


Amador Reynoso (Dj Dedos)



Genny Morales

Coverage Map





# Program Schedule

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