

MONEY ((((\$))) TALK  
**1010** AM

# "TAMPA'S BUSINESS ADDRESS!"

**WHFS-AM**

FOLLOW US ON-AIR OR STREAMING AT [WWW.MONEYTALK1010.COM](http://WWW.MONEYTALK1010.COM)

MONEY ((((\$))) TALK  
**92.1** FM

MONEY ((((\$))) TALK  
**103.1** FM

## DEMOGRAPHICS

CUME:  
39,600

## COVERAGE MAP (50,000 WATT COVERAGE)

TAMPA BAY AREA'S FINANCIAL TALK AND LIFESTYLE RADIO STATION. WE SERVE BOTH THE LOCAL COMMUNITY AND THE NATION AT LARGE WITH VALUABLE AND TIMELY INFORMATION ON THE FINANCIAL MARKETS AND EMERGING TRENDS IN THE ECONOMY.

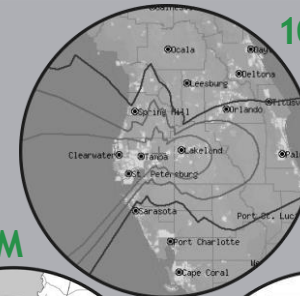


### HOME OWNERSHIP

**82%** OF WHFS-AM LISTENERS OWN THEIR OWN HOMES

### TARGET AUDIENCE

**AGES [ 25- 64 ]**



**1010AM**

**103.1FM**



**92.1FM**



## GENDER

**36%**  
FEMALE

**64%**  
MALE



**DAVE RAMSEY**  
MON-FRI • 2 PM-5 PM



**TAMPA HOME TALK**  
FRIDAYS • 9 AM-10 AM



**MASON DIXON WIDE OPEN**  
with Sarge  
WEEKDAYS • 11 AM-10 AM

**Legal and Auto Collision Talk**  
**RIGHTS AND REPAIRS**  
MONDAY • 8AM-9AM



**THE IRS SOLUTION WITH DARRIN T. MISH**  
THURSDAY • 9 AM-10 AM



**LET'S TALK LAW & POLITICS**  
MONDAY • NOON-1 PM



**THE COSTA REPORT**  
SATURDAY • 2 PM-4 PM  
SUNDAY • 11 AM-1 PM  
TUESDAY • 7 PM-9 PM



**THE RAY LUCIA SHOW**  
MON-FRI • 10AM-11 AM



**OUR AMERICAN STORIES WITH LEE HABEEB**  
WEEKNIGHTS 9 PM-11 PM



**INVESTORS EDGE**  
MON - FRI • 6 PM-7 PM



**FLORIDA STATE BASKETBALL AND FOOTBALL**



**TRAFFIC AND WEATHER WITH PAT GEORGE**  
MORNINGS & AFTERNOONS