

92.5
MAXIMA
 Tu Música Al Máximo

*Crystal clear
 from Sarasota up
 to the doorsteps
 of Orlando*

DEMOGRAPHICS

CUME: 200,000 Adults 18+ Dec 2019-Feb 2020

COVERAGE MAP (50,000 WATT COVERAGE)

92.5 MAXIMA IS THE FIRST AND STRONGEST SPANISH FM STATION IN THE TAMPA, CLEARWATER, ST. PETERSBURG MARKET AND THE #1 CHOICE FOR HISPANIC LISTENERS OF ALL AGES!



HOME OWNERSHIP

54% OF WYUU-FM LISTENERS OWN THEIR OWN HOMES

TARGET AUDIENCE

AGES [25-49]

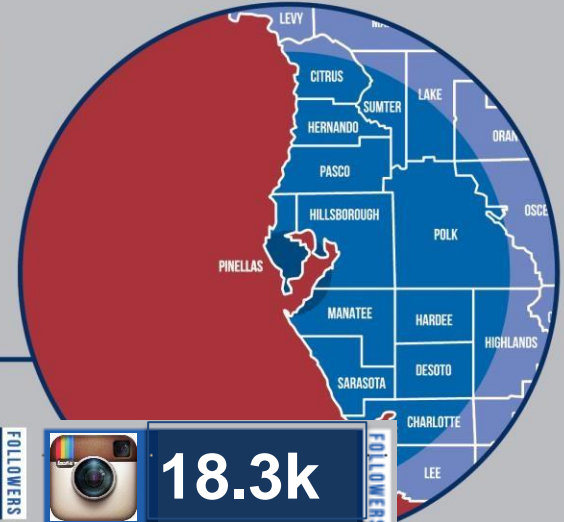


SOCIAL MEDIA PRESCENCE

GENDER

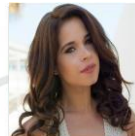


As of May 2020



NANDY & CRISTY
MON-FRI • 6 AM-10 AM

Morning Show hosts Nandy Dávila and Cristy Balderrama mirror the two main Hispanic groups in Tampa Bay, making for great chemistry among the hosts. The dynamic duo talk frequently about personal experiences to give the show it's authentic flavor, making it a true MAXIMA brand..



MARTICA LOPEZ
MON-FRI • 10 AM-3 PM

Martica began her radio career with iHeart Miami where she was the traffic anchor for (9) English and Spanish Language radio stations in (3) Florida markets including Miami, West Palm Beach and Orlando. You can follow Martica through her various social feeds:
- Facebook = MarthaMariaLopezTV
- Twitter = @MarthaMLopezTV
- IG = MarthaMariaLopezTV



NIO ENCENDIO
MON-FRI • 3 PM-7 PM

Nio began his radio career in 1996 working at Radio Mundo 680AM in Tampa. After one year, he was offered a position at Mega 760AM as an on-air host, and was named the official voice in Spanish of Tampa Bay Buccaneers. This catapulted Nio into national spotlight of Spanish sports and, leading to public recognition by Mayor Dick Greco and the City of Tampa.



GEMA G
MON-FRI • 7 PM-10PM

Gema began her adventure in the world of entertainment almost (12) years ago in Chicago, Illinois. She started in a local TV then moved to Indianapolis to work in *La Ley 1590 AM* as the co-host in PM Drive. She is the first Hispanic female to co-narrate the famous car racing *Indy 500* in the #1 Spanish radio station in Indianapolis.



WYUU-FM

925MAXIMA.com (727)-579-1925 @925MAXIMA

Private Performance Concert Series

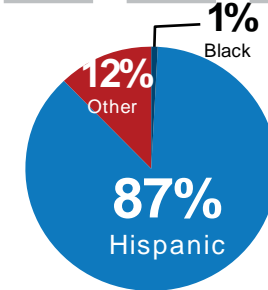
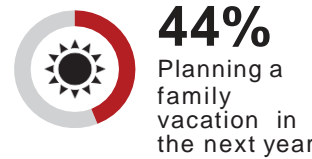
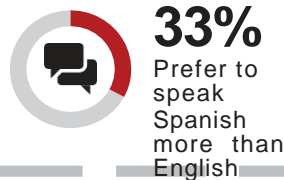
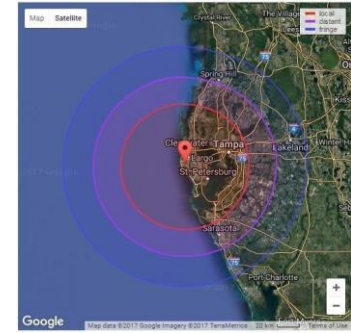
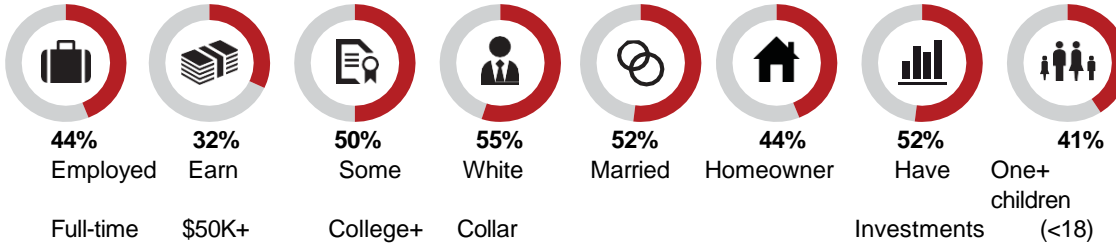
Fiesta Maxima Kids Day

Concierto Herencia Hispana St. Jude's Radiothon

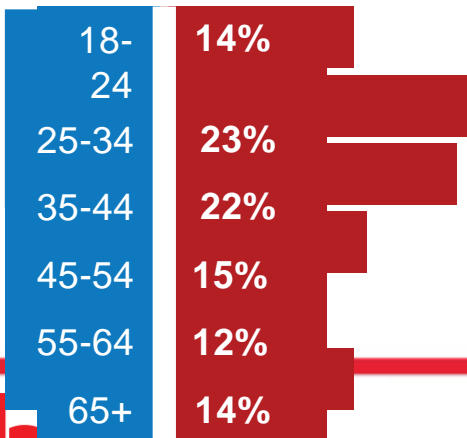
EVENTS

The first and strongest Spanish FM station in Hillsborough County(Tampa), Pinellas County and St. Pete/Clearwater for over 13years! 214,300 Persons 12+ tune in each week!

Engage our passionate and loyal listeners on-air and off.



Our diverse listeners make great consumers!



We reach 14,000 Exclusive Listeners!

37 Median Age

Over \$3.6B Potential Annual Spending Power

92.5 MAXIMA Weekday Lineup

Live & Local



Maxima en La Mañana: Mon-Fri 6a-10a

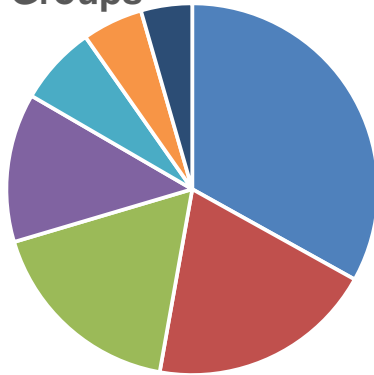
Martica Lopez: Mon-Fri 10a-3p

Nio Encendio: Mon-Fri 3p-6p

Gema G: Mon-Fri 6p-10p

HISPANIC POPULATION IN TAMPA BAY

Different Ethnic Groups



- Puerto Rico
- Cuba
- Mexico
- South America
- Other Caribbean
- Central America
- Other Caribbean

Breakdown by Ethnic Groups

		% Within The Hispanic Population
Puerto Rico	152,639	33%
Cuba	91,072	20%
Mexico	81,283	18%
South America	59,791	13%
Other Caribbean	31,806	7%
Central America	24,358	5%
Other Caribbean	20,574	4%
Total Hispanics	461,523	
Total Population in Tampa Bay	2,535,953	

From Tampa Bay's Total Population Adults 18+, 18.2% are Hispanics!

If you are not considering the Hispanic market in your advertising campaign, you are several steps behind your competitor!

Would you like to learn how **MAXIMA** compares to Telemundo and Univision?



WHAT I Want to Know About Them	Target Persons	% of Target	Index	Target Persons	% of Target	Index	Target Persons	% of Target	Index
Demographic summaries									
Age summaries									
Adults 18 - 49	177,226	74.1%	157	81,528	64.2%	136	83,521	61.9%	131
Adults 25 - 54	171,446	71.7%	151	89,814	70.7%	149	93,010	68.9%	145
Adults 25 - 49	146,620	61.3%	165	80,522	63.4%	171	82,705	61.3%	165
Level of education summaries									
Any college	141,698	59.2%	101	76,276	60.1%	102	82,138	60.9%	104
Any postgraduate work or postgraduate degree	19,042	8.0%	79	22,631	17.8%	176	22,631	16.8%	165
Occupation summaries									
White collar	105,423	44.1%	111	23,851	18.8%	48	37,107	27.5%	70
Blue collar	72,394	30.3%	156	36,424	28.7%	148	23,363	17.3%	89
Service	49,054	20.5%	178	30,949	24.4%	212	19,346	14.3%	124
Professional and Related Occupations	44,023	18.4%	147	12,207	9.6%	77	14,274	10.6%	84
Sales and Office	32,977	13.8%	89	5,817	4.6%	30	9,761	7.2%	47
Management, Business and Financial Operations	28,423	11.9%	103	5,827	4.6%	40	13,072	9.7%	84
Construction, Extraction, and Maintenance	16,848	7.0%	241	110	0.1%	3	110	0.1%	3
Production, Transportation and Material Moving	6,492	2.7%	56	3,378	2.7%	55	3,907	2.9%	60
Military Specific	0	0.0%	0	0	0.0%	0	0	0.0%	0
Household demographics									
Household income (HHLD)									
\$45,000 - \$49,999	37,281	15.6%	202	20,366	16.0%	208	15,430	11.4%	149
\$50,000 - \$74,999	29,990	12.5%	67	14,426	11.4%	61	15,926	11.8%	63
\$75,000 - \$99,999	18,582	7.8%	62	10,788	8.5%	67	7,888	5.8%	46
\$100,000 - \$149,999	5,200	2.2%	10	1,304	1.5%	11	1,040	1.4%	10
Own or rent residence (HHLD)									
Rent	131,012	54.8%	159	51,647	40.7%	118	78,476	58.1%	168
Own	92,727	38.8%	62	60,248	47.5%	76	40,716	30.2%	48

Source: TAMPA-ST. PETERSBURG-CLEARWATER (Metro Survey Area) SCARBOROUGH R2 2019: JUL18-JUL19; ADULTS 18+

Events



Private Performances February, August and December

The magic of the Private Performances is that the tickets are not for sale, we give them AWAY at exclusive sponsor locations, by On- Air giveaways and Online contests. Opportunities for sampling, selling, promote on monitors, ticket giveaways at your location, inclusion in promos and much more.

https://www.youtube.com/watch?v=vxMDj96GWhQ&index=4&list=PLBliq-n3tHljBJ6NiP-c5O7dsO_iOL1sv



Fiesta Maxima May or June

A much anticipated paid concert with one or maybe two high caliber artists. You can certainly count that MAX!MA to promote this event with over 1,300 recorded promos, more than 720 LIVE mentions, and TV commercials. You can also count with The Tampa Bay Times and Centro Tampa who have supported our events in the past. Numerous sponsorship opportunities on-air and on-site.

https://www.youtube.com/watch?v=faD5AmJcX-4f&index=21&list=PLBliq-n3tHljBJ6NiP-c5O7dsO_iOL1sv

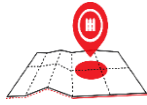


Hispanic Heritage Concert October

Our signature event where several of the best of the best Latin artists join up on stage as we celebrate the Hispanic Heritage Month. Coachman Park is truly lit at this event! Numerous sponsorship opportunities on-site and on-air.

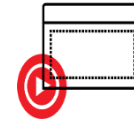
<https://www.youtube.com/watch?v=hTND8KEtVug>

Digital Capabilities



Geo-Fencing / Event Targeting:

Targeting based on your location, your audience's location and your competitor's location.



Pre-Roll Video:

Extend your video assets into digital advertising and serve your video to your chosen audience through pre-roll, mid-roll, & post-roll ads.



Addressable Geo-Fencing:

Target consumers digitally based on their physical home address in combination with demographic & behavioral criteria such as household income, property value, age, Auto loan in market propensity, credit tiers, discretionary spend, & net worth.



OTT/CTV:

Serve video ads within streamed content on the big screen and other connected devices.



Social Ads:

Raise awareness, grow engagement, and boost conversions through social media advertising.

Keyword Search Retargeting:

Display banner ads are shown to the users who have already expressed an interest in your product.



Category Contextual:

Display banner ads are served to users via network of sites after they have viewed this content.



Email Marketing:

Massive reach to a highly-responsive, actively managed and engaged prospecting database, with additional targeting capabilities to maximize reach and frequency with the right consumers.

Site Retargeting:

Display banner ads are served to users via network of sites after they leave your site.

Omni-Channel Display:

Display ads are delivered directly to the same targeted consumers who also received your email ad based on their online behavior through desktop and mobile display ads, Facebook Newsfeed display ads, and Instagram display ads.

DIGITAL



92.5 MAXIMA is committed to delivering the very best entertaining content, results and service for our audiences, advertisers and our booming Hispanic community here in Tampa Bay.

<https://youtu.be/sBVDNYtv9YU>

Our 360 Approach

We are always adapting to the rapidly shifting needs of our consumers and we engage them in every way they choose to receive our content!

