

"SALSA Y MAS"



- ▶ MARC ANTHONY
- ▶ JUAN LUIS GUERRA
- ▶ VICTOR MANUELLE
- ▶ GILBERTO SANTA ROSA
- ▶ CARLOS VIVES

- ▶ OLGA TAÑÓN
- ▶ JERRY RIVERA
- ▶ LUIS ENRIQUE
- ▶ **Y MUCHOS MAS!!!!**

**DESDE TAMPA BAY,
PARA TAMPA BAY.**
NO SE REQUIERE SUBSCRIPCIÓN.





"SALSA Y MAS"

WYUU-HD2

Follow us on-air or streaming at www.playatampa.com

DEMOGRAPHICS

PLAYA 106.9/WYUU-HD2: SOUTHWEST FLORIDA IS NOW DANCING WITH THE NEW "PLAYA 106.9" FEATURING SALSA, MERENGUE, BACHATA AND MORE, BY ARTISTS SUCH MARC ANTHONY, JUAN LUIS GUERRA, GILBERTO SANTA ROSA, LUIS ENRIQUE – Y MUCHOS MAS!!!!. "PLAYA 106.9" IS THE LATIN STATION THAT CELEBRATES RHYTHMS OF "SALSA Y MAS!"

(SALSA AND MORE!).

Primary Target: Men 35+
Secondary Target: Adults 35+

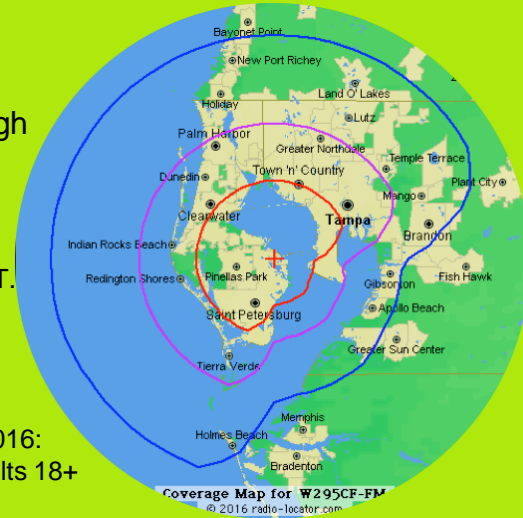
Combined
Hispanic
Population

35.8%

27.3% Hillsborough
8.5% Pinellas

Source: TAMPA-ST. PETERSBURG-CLEARWATER (Metro Survey Area), Scarborough R2 2016: Aug15-Aug16; Adults 18+

COVERAGE MAP



MARC ANTHONY



JUAN LUIS GUERRA



VICTOR MANUELLE



GILBERTO SANTA ROSA



CARLOS VIVES



OLGA TAÑÓN



JERRY RIVERA



LUIS ENRIQUE



WYUU-HD2

PlayaTampa.com

(727) 579-1925

@PlayaTampa

@PlayaTampa

The Latin station with the most upbeat, tropical rhythms that gets you moving.

Our signal is strategically positioned to reach the highest Hispanic populated areas in Hillsborough County (Tampa), Pinellas County and St. Pete/Clearwater.

Engage with loyal Tropical listeners.



47%

Employed full-time



27%

Earn \$60K+



46%

Some college+



38%

Married Homeowner



34%



40%

One+ children (<18)



41%

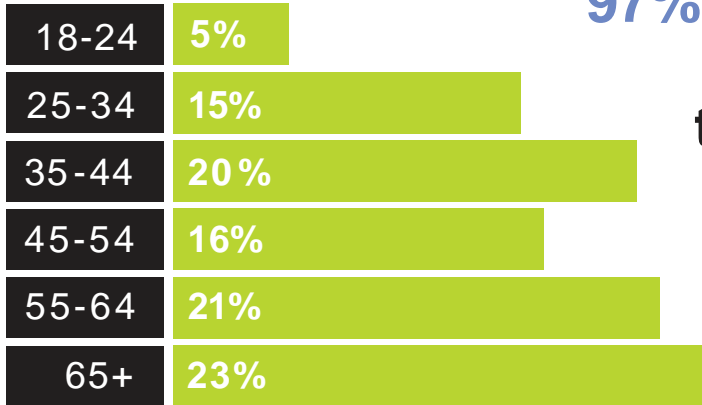
Planning vacation (<18) next 12 months



39% Male



61% Female



97% of the Hispanic population tunes into radio each week!

106.9 Playa Tampa celebrates the rhythms of "Salsa y Más."

We feature Salsa, Merengue, Bachata and more by artists such as Marc Anthony, Juan Luis Guerra, Gilberto Santa Rosa, Luis Enrique y muchomás!

