



Q105





Why Q105?

Heritage Spanning Generations

Q105 is a heritage radio station that has been around – same call letters, same format – delivering the same great variety of music for 45+ years in Tampa Bay! Anchored by Mason Dixon and from the legendary Q-Zoo from the 80's, Q105 listeners are passionate about the station and its advertisers!

Exclusive Classic Hits Radio Station

Q105 is the exclusive *Classic Hits* format in Tampa Bay playing the greatest Top 40 hits from the 70's, 80's and 90's! Reach "Power Consumers" aged 25-64 who are educated, professional and make above average incomes!

Live and Local in the Community

Q105 has live on air personalities to entertain listeners with local happenings, events, and exciting contests! Connect with Tampa Bay consumers using our well known and loved brand ambassadors!

Upbeat Foreground Station – Safe for All Ears!

Q105 is a radio station for the entire family. It's an upbeat, active, foreground station. Your message reaches people in a good frame of mind in their cars, at work and at play!

Playlist

Madonna, Eagles, Elton John, Eurythmics, Michael Jackson, The Police, Donna Summer, Fleetwood Mac, Billy Joel, Phil Collins, Blondie, Bruce Springsteen, The Go Go's, Bee Gees, Journey, Supertramp, Abba, U2 and more!



WRBQ-FM

MyQ105.com (727) 579-1925 @TampaBaysQ105 @MyQ105

EVENTS: First Fridays

Heritage Q105 is the exclusive Classic Hits format in Tampa for over 45 years, playing the greatest hits from the 70's, 80's and more! 522,200 Persons 12+ tune in each week! That's 19% of the market!

We're great for the whole family!



54%

Employed full-time



42%

Earn \$75K+



61%

Some college+



52%

White collar



53%

Married



72%

Homeowner



71%

Have investments



36%

One+ children (<18)



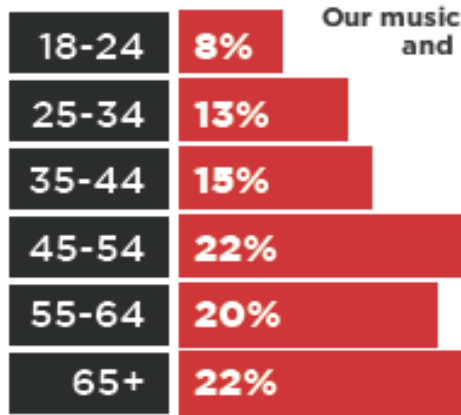
50%

Planning a family vacation in the next year



38%

Spend \$200+ on groceries every week



Our music spans generations, and is the comfort food of the dial! We deliver "Power Consumers" ready to upgrade their lifestyle.

50 Median Age

Over \$9B Potential Annual Spending Power



Live & Local

Q105 Weekday Lineup



Mason Dixon In the Morning: Mon-Fri 5:30a-10a



Roxanne Wilder: Mon-Fri 10a-2p



Geno Knight: Mon-Fri 2p-7p

WE PLAY THE GREATEST HITS



BANK ON THE BABY BOOMERS!

- ❖ Consumers aged 50+ buy nearly 50% of all consumer packaged goods!
- ❖ Average head of household in the country is age 50!
- ❖ Have more money to spend than the Millennials!
- ❖ Households headed by baby boomers have more than 20x the net worth of those headed by 35 year olds and under!
- ❖ Consumers aged 55-64 command the highest spending power of any other age cell!



Top 19 Stations Total Week - Oct-Nov-Dec	A18-24	A25-34	A35-44	A45-54	A55-64
	ANNUAL SPENDING POWER	ANNUAL SPENDING POWER	ANNUAL SPENDING POWER	ANNUAL SPENDING POWER	ANNUAL SPENDING POWER
Total Retail & Food service Sales	\$1,802,780,000	\$5,247,487,000	\$5,527,722,000	\$8,094,644,000	\$8,483,324,000



Crystal Clear Monster Signal!

WRBQ FM 104.7

100,000

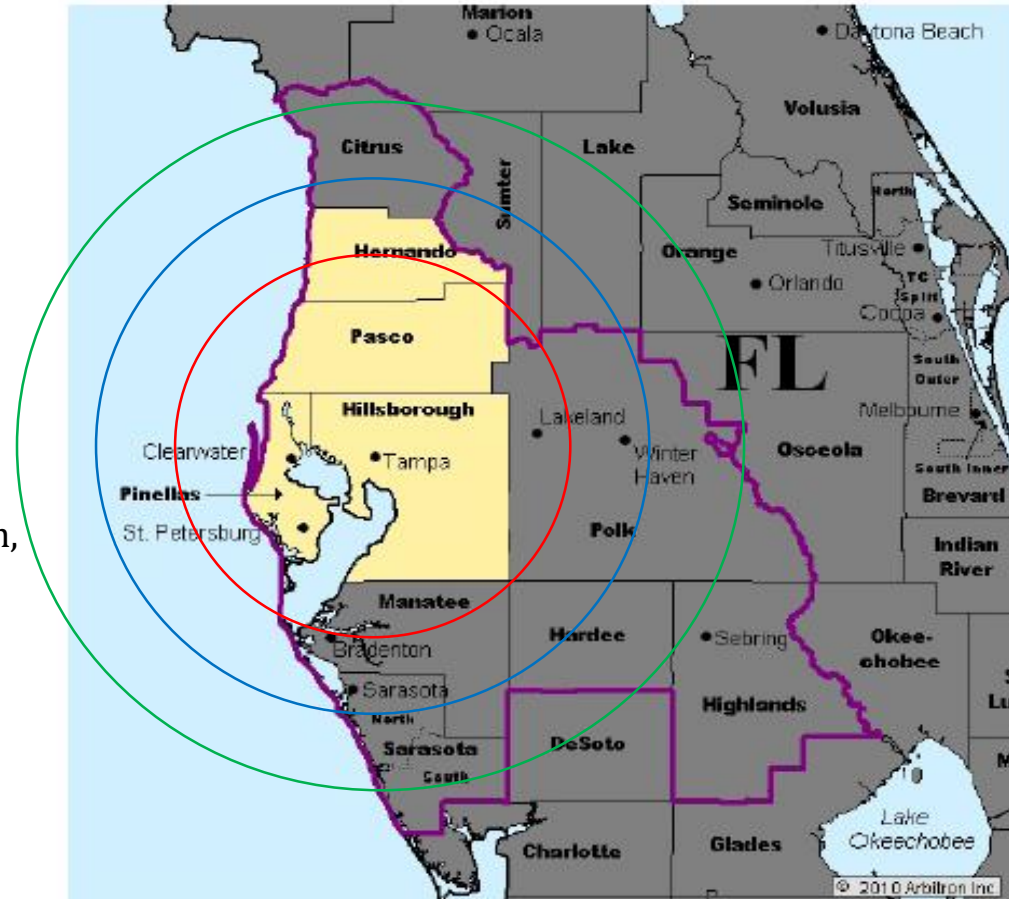
Watts of Power

Booming Coverage that broadcasts your message through 9 Counties in West Central Florida!

From Homosassa Springs to the north, Venice to the South, Disney World to the east, Shrimp boat in the sea to the west, WRBQ is on a signal near you!

Coverage Pattern for WRBQ FM

Tampa-St. Petersburg-Clearwater PPM



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PPM Data
PORTABLE PEOPLE METER

Metro

DMA®

Metro Rank: 18

For definitions of the geographic terms found on this map, see "Glossary of Selected Terms" in the "Description of Methodology."

