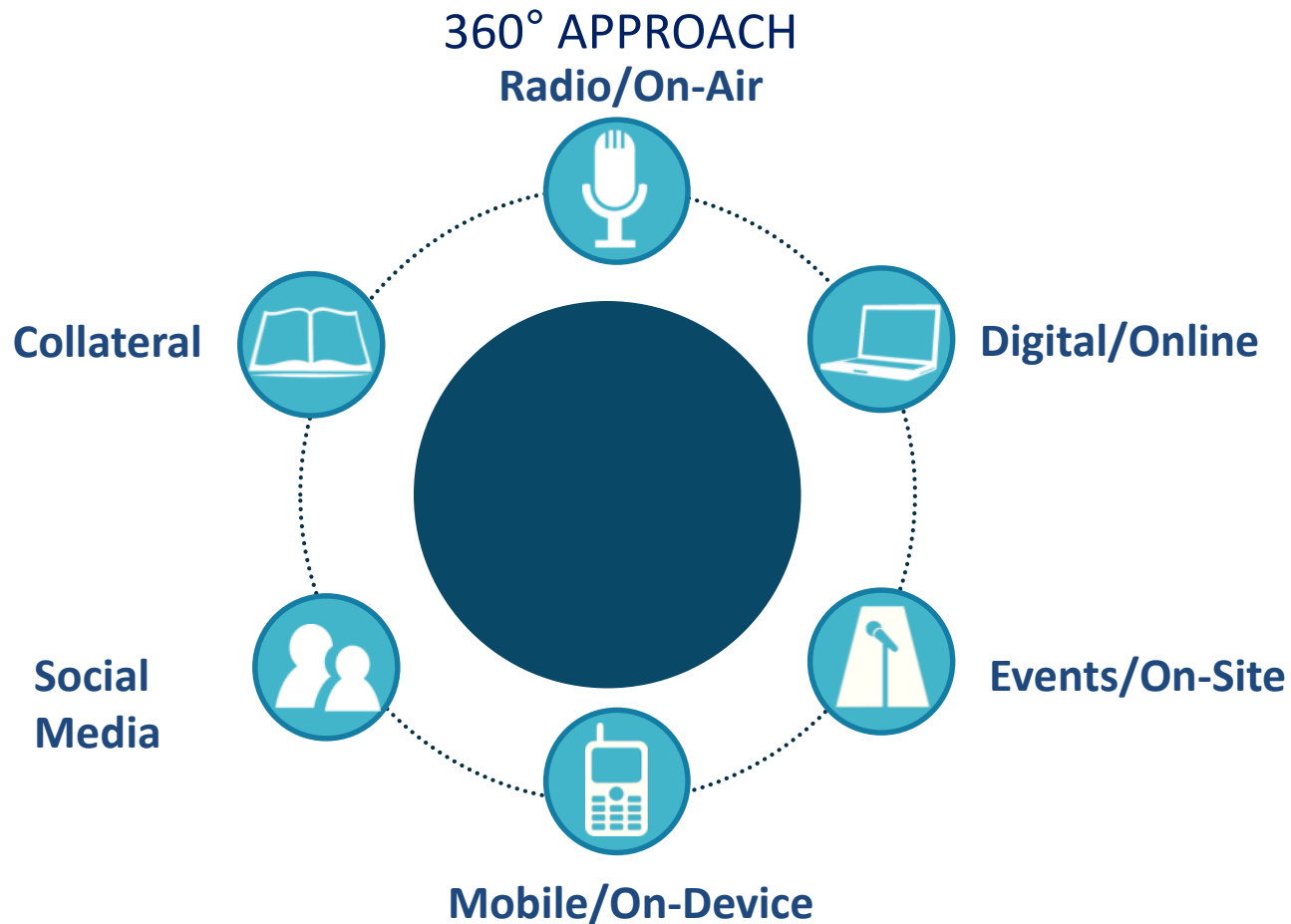


WILD 94.1

THE BAY'S PARTY STATION



Beasley Media Group is an Entertainment Delivery Company
Surround and Engage your consumers in every way they choose to receive our content!





"THE BAY'S PARTY STATION!"

WLLD-FM

FOLLOW US ON-AIR OR STREAMING AT WWW.WILD941.COM

DEMOGRAPHICS

CUME: 474,100

COVERAGE MAP (100,000 WATT COVERAGE)

WILD SETS THE TRENDS EVERYONE ELSE FOLLOWS. FROM THE MUSIC WE PLAY TO OUR SIGNATURE EVENTS OUR DIVERSE LISTENERS ARE PASSIONATE ABOUT THEIR MUSIC AND WILD 94.1 GIVES THEM WHAT THEY WANT TO HEAR.



HOME OWNERSHIP

38% OF WLLD-FM LISTENERS OWN THEIR OWN HOMES

TARGET AUDIENCE

AGES [18-49]

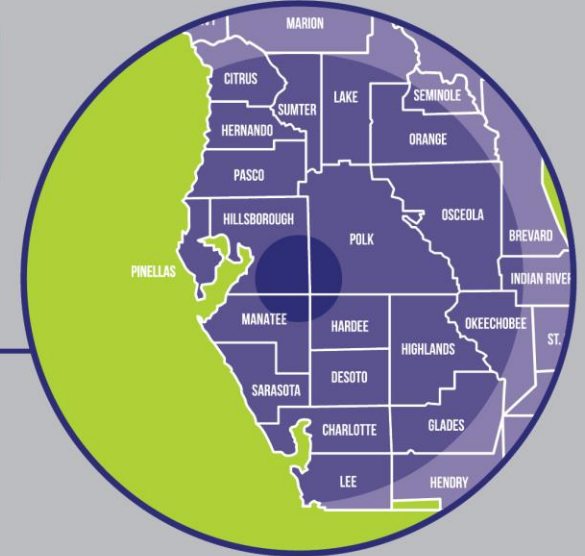


SOCIAL MEDIA PRESENCE

106,605 FANS

22,700 FOLLOWERS

41,400 FOLLOWERS



GENDER

52%
FEMALE

48%
MALE



O AND THE FREAKSHOW

MON-FRI • 6 AM-10 AM

Orlando and the Freak Show represent the full spectrum of Tampa Bay, and stands as one of the most tuned in morning shows, offering listeners the varied perspectives of the members of the "Freaks." Orlando is a true music lover, having lead WILD 94.1 since its launch and is known as one of the best Program Directors and Air Personalities in the country holding countless awards. The Morning Freak Show keeps listeners tuned in with a free flowing mixture of cutting edge mixes, comical tales, quick wit, and unique insight into the lifestyle and topics of interest of our audience.



Babs

MON-FRI • 10 AM-3 PM

Shandra "Babs" Littleton just became a member of the WILD Squad. She's originally from Detroit but has spent most of her "grown up" life in Fort Myers, Florida where she graduated from Florida Gulf coast University. When Babs is not working or being involved in the community, she loves to party!!! She also enjoys writing, and keeping up with celebs in "HollyWeird"! She's is very excited to finally be working with the WILD Team!



THE NUTHOUSE WITH BUCKWHEAT AND STIFFY

MON-FRI • 3PM-7PM

The energetic, charismatic and unpredictable personalities known as "The Nuthouse" stars co-hosts Buckwheat & Stiffy. Having both worked their way up through the ranks first working promotions on the WILD Street Team, their street antics quickly moved them from the promotions team to working weekend air shifts. Who knew that their humble beginnings would lead them to hosting the number one rated evening show in Tampa!



JOEY FRANCHIZE

MON-FRI • 7PM-12AM

Joey joins the WILD 94.1 team after an 8 year stint at WZMX/Hartford. Joey Franchise is a great draft choice for WILD 94-1 because of his energy, vibe, and talent. Nights at WILD have always had character that matches the party atmosphere of Tampa and Joey embodies that.

WILD 94.1 The Bay's Party Station

Over 20 years in format playing Tampa Bays Rhythmic Contemporary hit music, WILD 94.1 is the party soundtrack for Tampa's young adults! One in five people in Tampa Bay listen to us each week!

WILD sets the trends everyone else follows. From the music we play to our signature events our diverse listeners are passionate about their music and WILD 94.1 gives them what they want to hear.

Live, local, and consistent, the WILD on-air staff is an assembly of award winning DJ's whose voices have been heard in Tampa Bay throughout the years!

The WLLD 18 to 49 Listeners are influencers

- Consider Myself a Trendsetter – Index 126
- Consider Myself a Risk Taker – Index 157
- Frequently Advise others on Clothes – Index 215
- Frequently Advise others on Electronics – Index 143
- Frequently Advise others on Cosmetics and Beauty – Index 131

July 17– Jan 18 Scarborough – WLLD persons 18-49



Wild 94.1 at a Glance

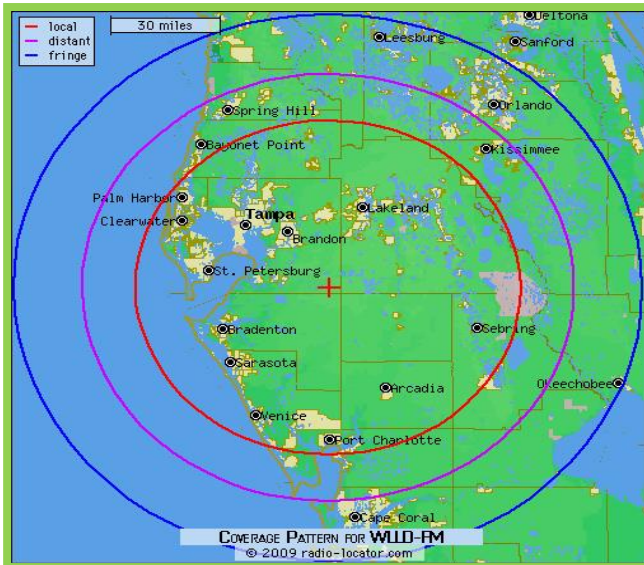
Source: Nielsen Jan 20 – Mar 20 PPM

Wild 94.1 FM – Playing Hits and Hip Hop!

We play some of the worlds most popular music...hear it everywhere...at sporting events, on movie sound tracks, on award shows and on WLLD-FM 94.1!

WILD 94.1 is Popular!

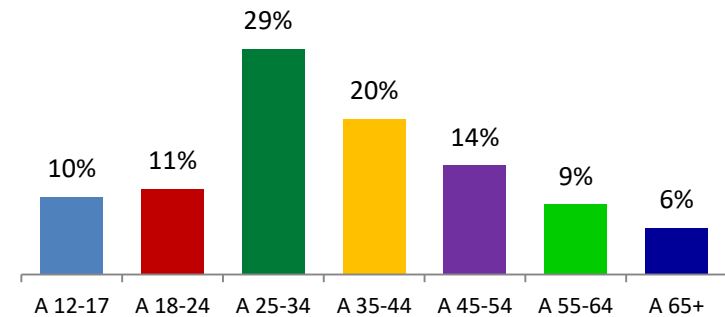
1 in 5 people listen to WLLD-FM each week!



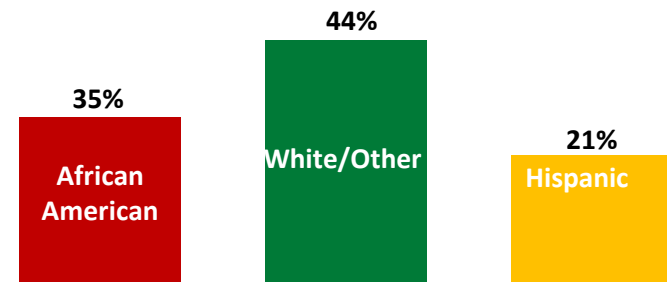
100,000 Watt Booming Signal!

Your message heard throughout Central Florida!

Wild 94.1 delivers Balanced Age Cells equally distributed M/F and reaching consumers at the *age of acquisition*. Our listeners 18+ Spend over 5 Billion Dollars Annually!



The Most Unique Ethnic Composition in the Market!
No other station delivers the full spectrum of Tampa Bay consumers!



WILD AGE COMP

Source: Nielsen Jan 20 – Mar 20 PPM

10% TEEN

- Huge discretionary spending power
- Influence on what their parents and peers buy
- Forming their brand loyalties



11% 18-24

- Age of acquisition – transportation, lodging, continuing education
- Image driven – spending big on clothes, accessories and electronics
- Social spending on entertainment, night clubs, movies and concerts



29% 25-34

- Starting their professional careers and starting their families
- Big ticket purchases include homes, appliances, electronics
- Social and active – travel, restaurants, health clubs



20% 35-44

- Advancing their careers and growing their families
- Upgrading their homes, cars and appliances
- Active lifestyles continues for themselves and with their kids

