

South Florida's listen while you work station:

Number one with adults...9 to 5



For more than 43 years, 101.5 LITE FM has been South Florida's premiere radio station for workplace listening.

It's the market's exclusive outlet for adult contemporary music — and your most effective vehicle for reaching working adults in the middle of their day.

With 101.5 LITE FM and LiteMiami.com, you're speaking to a happily 'captive' workday audience. Your message is framed by today's lite music — songs that are familiar and refreshing, romantic and emotional.

And it's a formula that generates consistent success. Once again, 101.5 LITE FM is ranked #1 with adults 18+ in the workday, Monday-Friday 9 a.m.-5 p.m.:

101.5 LITE FM	.8 avg rating	7.1 avg share
#1	28,800 AQH persons	
	588,500 weekly cume persons	

Seeking a marketing partner that delivers listeners — and results — all workday long? Make the 'lite' choice with 101.5 LITE FM.

Source: Arbitron Miami-Ft. Lauderdale-Hollywood July-Sept. 2013 average Metro Persons 18+, Monday-Friday 9a-5p; #1 rank based on weekly cume



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101.5 LITE FM
refreshing

LiteMiami.com

Have you heard the LITE lately?



Adele, Lionel, Mariah and more
Every day on 101.5 LITE FM

Just some of the superstars playing right now on 101.5 LITE FM:

Adele	Alicia Keys
Bee Gees	John Legend
Michael Bublé	Madonna
Mariah Carey	Maroon 5
Chicago	Bruno Mars
Eric Clapton	Katy Perry
Kelly Clarkson	Pink
Phil Collins	Lionel Richie
Celine Dion	Sade
Earth Wind & Fire	Rod Stewart
Daryl Hall & John Oates	Taylor Swift
Whitney Houston	Donna Summer
Michael Jackson	Rob Thomas
Billy Joel	Justin Timberlake

***This is the contemporary
sound of 101.5 LITE FM***

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You'll wish your workday was longer. (Almost.)



101.5 LITE FM's Gayle Garton
Workdays 10 a.m.-3 p.m.

Imagine spending a coffee break with your favorite colleague, your closest sister and your best friend. That's the way hundreds of thousands of South Floridians feel at work, listening to 101.5 LITE FM and Gayle Garton.

A lifelong Miami resident, Gayle says it's the 'year-round sunshine and diversity of cultures' that makes living here exciting. She's a graduate of the University of Florida with a degree in journalism — the outgrowth of her interest in writing and current events.

Her musician's ear and journalist's curiosity give Gayle a unique platform to reach South Florida's working adults, weaving trends and tidbits with LITE FM's trademark lite music. It's a special combination that works...at work.

***Gayle Garton, middays:
Keeping your workday lite.***

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101.5  **LITE FM**
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Your drive home never sounded so good.



101.5 LITE FM's Ellen Jaffe
Weekdays 5-9 p.m.

At the end of a long workday, all that's left for you to conquer is a challenging commute.

Each afternoon on 101.5 LITE FM, Ellen Jaffe meets that challenge with a refreshing mix of lite music, concise information and her authentic style. It's Ellen's knowledge of the market and the LITE FM listener which make her program an ideal companion for the afternoon commute.

For more than 30 years, Ellen Jaffe's been a mainstay of South Florida radio. No one communicates the benefits or conveys the excitement of a client's message more convincingly than Ellen.

One listen and she'll convince you, too.

***Ellen Jaffe, after work:
Keeping your ride lite.***



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