

# South Florida's #1 listen-while-you-work radio station

101.5 LITE FM is designed as a music and entertainment 'environment' for South Florida adults ages 25-54, with an emphasis on working women 35-54.

It's the market's exclusive outlet for mainstream adult contemporary music – songs that are familiar and refreshing, romantic and emotional, from superstars such as Adele, Mariah Carey, Kelly Clarkson, Phil Collins, Whitney Houston, Michael Jackson, Madonna, Maroon 5, Katy Perry, Pink, Lionel Richie, Taylor Swift and Justin Timberlake.

Examine 101.5 LITE FM and you see a model of consistency: Programming mission. Ratings dominance. Marketing message. Product commitment. For more than 45 years, it's added up to define 101.5 as South Florida's preeminent adult music station.

**Make the lite choice:  
Reach South Florida with 101.5**



## More Listeners, More Impact With LITE FM, Your Message Is Heard

Research

1,364,300

- The largest weekly reach of any radio station in the state of Florida
- More weekly listeners than the populations of Miami, Tampa, St. Petersburg & Orlando ... combined

At any moment Monday through Friday, 6am-7pm, LITE FM's listeners would fill every seat in the BB&T Center, the Adrienne Arsht Center, the Broward Center for the Performing Arts and Hard Rock Live

37,200

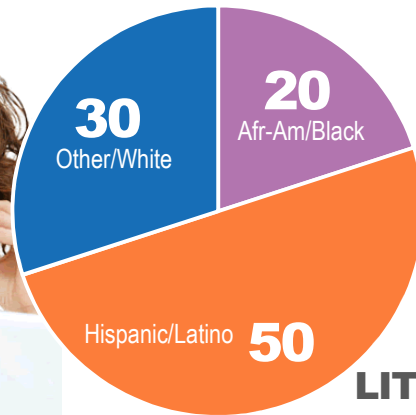
Source: Nielsen Audio Miami-Ft. Lauderdale Hollywood Metro estimates, Oct'15-Hol'15 avg, Persons 6+; weekly cum based on Mon-Sun 6a-12m; AQH persons based on Mon-Fri 6a-7p  
Population based on 2014 U.S. Census estimates; seating capacities furnished by venues

101.5 *mi* LITE FM  
refreshing

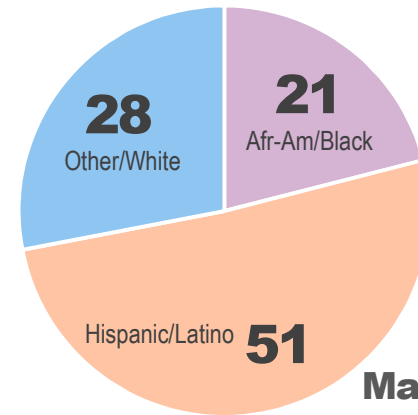
**Research**



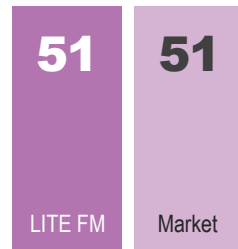
## Mirroring a Diverse Market With LITE FM, You Intersect South Florida



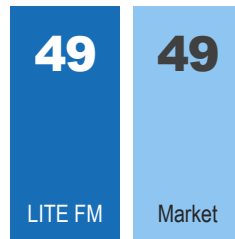
**LITE FM**



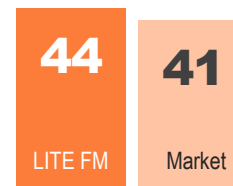
**Market**



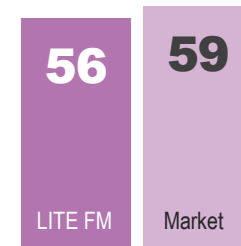
**Female**



**Male**



**Broward**



**Miami-Dade**

Source: Nielsen Audio Miami-Ft. Lauderdale Hollywood Metro estimates, Oct'15-Hol'15 avg, Persons 6+, Mon-Sun 6am-12mid, Weekly Cume Percentages





# The sound of a smile to start your workday

Sunny as a glass of orange juice, strong as a mug of French roast, Julie Guy is the perfect entrée for a lite breakfast.

With more than a decade's experience waking up South Florida, Julie's ready to go each morning on 101.5 LITE FM – with a blend of lite music, pop culture and listener interaction perfectly suited to ramping up the workday. Julie's supported by a cast that reflects the vibrancy and diversity of LITE FM's audience.

Julie Guy is a natural advocate for the LITE FM listener; she's a mom, a wife and a working woman sharing her perspective one-on-one every morning.

Let her smile lite up your commute.

**Julie Guy, mornings:  
A brighter way to get to work**

101.5 LITE FM's Julie Guy  
Weekdays 5-10 a.m.

101.5 LITE FM  
refreshing

A close-up portrait of a woman with long, wavy brown hair, wearing a pearl necklace. She is looking directly at the camera with a slight smile.

## Did you hear what Kimba just said on the radio?

Kimba's an independent, intellectual woman bringing fresh wit and a slightly off-kilter world view to South Florida radio listeners. From the first break to the last, she makes tuning in to 101.5 LITE FM a captivating, compelling, 'must-listen' daily experience.

For more than two decades, Kimba's been famous for her pop-culture passion, wry humor and natural enthusiasm. Add in the refreshing songs on LITE FM – and it's the ideal antidote for the afternoon commute.

Reach South Florida adults at work and in their cars with a personality who reaches through the radio.

She's Kimba. Hear her roar.

**Kimba, afternoons:  
A lite way to get home**

101.5 LITE FM's Kimba  
Weekdays 3-8 p.m.

101.5 LITE FM  
refreshing





101.5 LITE FM Creative Services Director Dave Corey is South Florida radio's only Certified Professional Commercial Copywriter, accredited by the Radio Advertising Bureau

## You can think in black & white... and still imagine a zebra

The imagination is a remarkable thing – capable of stretching itself to infinite limits. And the imagination is Dave Corey's stage.

As 101.5 LITE FM's Creative Services Director, Dave takes his background in live performance, television, film and radio to cast your product or service as the star in the 'theatre of the mind' – making it something the LITE FM listener can't live without.

Dave will meet with you to discover exactly what you want to accomplish. He'll learn all he can about your business, and together you'll discuss how radio can help achieve that goal. Then the creative process kicks in – and words and ideas turn into money for you, by producing a focused radio marketing campaign that generates results.

With LITE FM's latest digital recording tools, production resources and world-class talent, your message will rival or surpass the quality of national agency commercials.

Let Dave Corey put you on stage.

### Imagine what you'll hear when you turn on the 'lite'



101.5 LITE FM's Studio 'Z': The stage for your success



# Features



## Saturday LITE Fever

By the time the weekend rolls around, hard-working LITE FM listeners are ready to unwind. And each Saturday night, 'refreshing music' means the soundtrack of South Florida's classic nightspots of the 70s and 80s.

For four hours – from 8 p.m. to midnight – LITE's resident mixologist, Steve Young, crafts set after seamless set of dance music perfect for a party crowd. With your sponsorship, your brand is exclusively showcased 'in the mix' – as well as in the lead-off position at each break. Listeners will associate their 'LITE Fever' feeling with your message.

So pour yourself a Tom Collins or a Brandy Alexander – and boogie your way onto the LITE FM flashing floor. Your time and your music are back with Saturday LITE Fever!

### What you receive:

- Brand name and slogan in 8 in-the-mix positions weekly (twice per hour)
- Eight :60 commercials weekly (twice per hour), aired 'first-in break' for maximum impact
- Brand name and slogan in 9 live-read promos weekly (Thu-Sat 5a-12m)
- Sponsorship link in weekly Facebook promotional posts
- First opportunity to extend sponsorship to periodic 'LITE Fever Weekend' promotions (with additional investment)





## \$uper Purple Prize Machine Appearance Event

You can increase traffic, generate excitement and maximize the impact of your 101.5 LITE FM advertising schedule with the '\$uper Purple Prize Machine' appearance event package.

### Your \$uper Purple Prize Machine appearance event includes:

- A two-hour appearance hosted by a 101.5 LITE FM personality
- A 101.5 LITE FM station vehicle and two Customer Care Coordinators to organize and execute your event
- The 101.5 LITE FM Ways to Win Prize Wheel
- The 101.5 LITE FM \$uper Purple Prize Machine with a cash jackpot that grows with each appearance event
- 101.5 LITE FM merchandise, cash\* and other valuable prizes for your customers to win during your event
- The opportunity to provide your merchandise as contest premiums during your event
- 21 15-sec. recorded promotional mentions on 101.5 LITE FM during the week preceding your event (Mo-Su 6a-6a)
- Additional 10-sec. tags added to each of your commercials promoting the appearance during the week preceding your event
- Promotion of your event, with hyperlink and directions, on the LiteMiami.com 'LITE On Location' page during the week preceding your event

Please note your advertising campaign may be scheduled up to 30 days prior to, and on, the event date

LITE FM strongly recommends two 'simulated live' or live personality-delivered commercials to air (one per hour) during your \$uper Purple Prize Machine event. LITE FM retains the option to cancel a promotional appearance if a specific client location has not been finalized within 15 days of the date of the event

\*Checks mailed to winners following the event





## Office Stress Break

For more than 45 years, 101.5 LITE FM has been South Florida's premiere radio station for workplace listening, amassing a sizable membership in the LITE Loyal Listener Community.

And each week the LITE Brigade visits randomly-selected member businesses, helping their employees refresh with beverages, snacks, LITE FM premiums and client merchandise.

Here's your opportunity to introduce your product to five very enthusiastic, receptive workplaces – and to the large, loyal on-air and online audiences of 101.5 LITE FM.

### Your Office Stress Break package includes:

- One-week Office Stress Break page sponsorship on LiteMiami.com, including a descriptive paragraph, image and logo
- Feature position exposure with logo inclusion and/or product image on LiteMiami.com homepage
- Enter-to-win contest on LiteMiami.com, organized and executed by the 101.5 LITE FM Promotions Department
- 21 20-sec. promotional mentions on 101.5 LITE FM during the week of your sponsorship (Mo-Su 6a-6a)
- Inclusion of two sentences of brand name and product description, and 300x200 logo and/or product image in one issue of 'LiteLines' Listener Community e-newsletter
- 101.5 LITE FM Customer Care Coordinator (and from time to time, a LITE FM air personality or station mascot Louie the LITE Bear) to deliver your product to South Florida offices
- The opportunity for you to provide a minimum of five prizes (min. value \$50) for giveaway during office visits. (You're invited to furnish additional smaller prizes or product samples for distribution throughout the workplace)