

A Profile of Heartland Broadcasting



7891 US Highway 17 South • Zolfo Springs, FL 33890 • Bus: 863-494-4111 • FAX: 863-494-4443 • Websites: www.bull.fm and www.lazeta.fm

Market Overview

Heartland Broadcasting serves several interior counties in Florida including Desoto, Hardee and Highlands, with total listening areas extending into Sarasota, Charlotte and Manatee counties. This creates a unique positioning in that we can super serve our primary counties with local events, news and programming that the larger metro areas do not cater to and offer an affordability the surrounding metro stations cannot lend to.



Market Statistics

	DeSoto	Hardee	Highlands	Charlotte	Sarasota	Manatee
Population Estimate for 2006	35,315	28,621	97,987	154,438	369,535	313,298
Hispanic Population Estimate	11,088	11,391	14,796	6,486	23,280	36,969
Median Age (2000 data)	36.5	32.7	50	54.3	50.8	43.6

** Based on data from US Census Bureau Florida Quickfacts



Our Stations

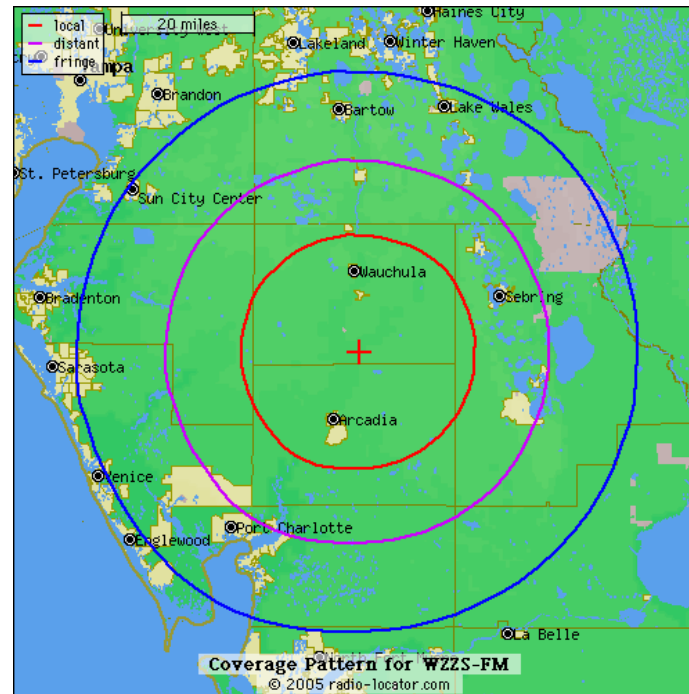
WZZS The Bull

Frequency 106.9 FM

Format Country /
Southern Rock

Demographics 53%
male, 47% Female
Persons 25-54
primary

Web Address
www.bull.fm



Our Stations

WZZS-FM, better known to our listeners as **106.9 The Bull**, operates at 6,000-watts, 24 hours a day. Our state-of-the-art studios are located on US Highway 17, between Wauchula and Arcadia, Florida. Our target audience are those who call DeSoto, Hardee and Highlands County, Florida home.

The Bull is a hybrid country station, targeting adults 25-54. Unlike most country stations, **The Bull** incorporates a blend of southern rock crossovers with classic and contemporary country hits. Plenty of Toby Keith, Kenny Chesney and Shania Twain, complimented by Alabama, George Strait and Reba McEntire... with a dash of The Eagles, Allman Brothers and Lynyrd Skynyrd . The Bob & Tom Morning Show is a testament to being truly hybrid, as **The Bull** is the first country music affiliate of the show.



Our Stations

The Bull's Lineup

Weekday

5:30-6am Southeast Ag Net
6a-10a The Bob & Tom Show
10-3p Amy Ryan
3p-8p Gary DeToro
8p-Mid Outlaw Radio

Weekends

Thunder Road (Sat 6p-8p)
Sunday in the South (10am – Noon)
ACC Top 40 with Kix Brooks (Sun Noon-4p)

Specialty

Canada Calling M-Su Nov thru Apr 10:05
5 after Laughter M-F (4:05, 5:05)
Inside Motorsports M-F (5:45)
106 minute music sweeps all day M-F



Our Stations

WZSP LaZeta

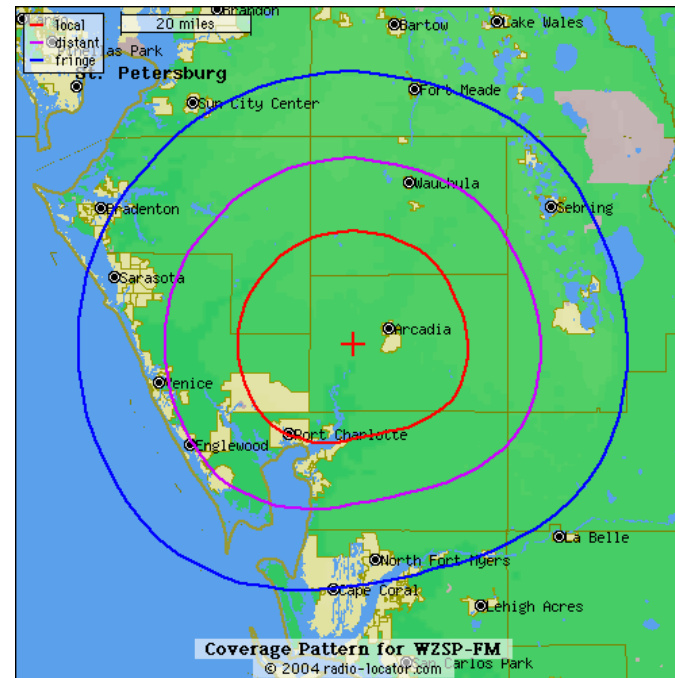
Frequency 105.3 FM

Format Regional Mexican

Demographics 53% male, 47%
Female

Persons 25-54 primary

Web Address www.lazeta.fm



Our Stations

WZSP-FM, better known to our listeners as La Zeta 105.3 Mejor Que Nunca, operates at 6,000 watts, 24 hours a day. The only Mexican FM radio station of its kind bridging the gap between Tampa and Ft Myers. LaZeta's target audience is persons 25-54 seeking primarily music of their home region with a splash of Latin Hits and Tropical Music.

LaZeta 105.3 is also a CNN en Espanol and FRN Hispana affiliate.

LaZeta's Lineup

5a-10a	Jorge y los Huerfanos
10a-1p	Diana Gonzalez
1p-5p	DJ Moyo
5p-6p	Fuego (Mix Show with DJ Moyo)
6p-Mid	Elias Parocua



You're in good Company...

A snapshot of some local and national advertisers that get results from Heartland Broadcasting...

Embarq

Pizza Hut

Burger King

KFC

Wal-Mart Distribution

Sonny's BBQ

Mosaic Phosphates

Celebration Church

South Fla. Community College

Frontera's

Sarasota Computer Services

Club Escapes

Casa Naturista Caravaca

Austin Growers

Riverview Baptist Church

New Season's Development

El Mariachi Loco

Heartland Gold

Carlisle Development Group

Hardee County Dept. of Health

Bill Heard Chevrolet

Florida Hospital Heartland

Big T Tire

Save-A-Lot

Brooke Insurance

Charlotte County Motorsports Park

Cumbia Restaurant and Bar

Crown Ford

Alan Jay Automotive Network

Royal's Furniture

La Tapatia Grocery

Wireless Zone

Heartland Rural Health Network



Gross Rates

The following rates are Gross.

Bull 60 sec	Mon- Sat	6a-10a	\$35	LaZeta 60 sec	Sun- Wed	5a-mid	\$35
Bull 60 sec	Mon- Sun	6a-mid	\$30	LaZeta 60 sec	Thurs- Sat	5a-mid	\$45
Bull 30 sec	Mon- Sat	6a-10a	\$25	LaZeta 30 sec	Sun- Wed	5a-mid	\$30
Bull 30 sec	Mon- Sun	6a-mid	\$20	LaZeta 30 sec	Thurs- Sat	5a-mid	\$40

**Narrowing days and dayparts may affect rate based on availability.

