



STATION PROFILE

About Us

WZSP-FM, better known to our listeners as **La Zeta 105.3 Mejor Que Nunca**, operates at 6,000-watts, 24 hours a day. Our studios are located on US Highway 17, between Wauchula and Arcadia, Florida. Our target audience are those who call DeSoto, Hardee, Sarasota, Manatee, Charlotte, and Hardee Counties their home.

Format

La Zeta is the only Mexican FM radio station targeting Hispanics 25-54 seeking Spanish music, news and information. This is the fastest growing consumer group in our area with a potential buying power of \$1.3 Billion a year. Our daily program format is composed of 80% Regional Mexican and Tex-Mex, 20% Latin Hits and Tropical music. **La Zeta** plays the top hits of today and yesterday.

News/Sports

La Zeta provides locally produced news as well as national and international news from our exclusive CNN en Español.

Features

As a personality-driven station, every show is a feature in itself, but we also have several unique programs.



COVERAGE MAP

Primary Communities include: Arcadia, Wauchula, Sarasota, Bradenton, Venice, Port Charlotte, Sebring, and Avon Park.





RATE CARD

All rates listed are net to station
(Rates valid through 12/31/08)

Daypart	60 s	30 s
<u>Sunday-Wednesday</u>		
Morning Drive/6a-9a	30.00	22.00
Afternoon Drive/4p-7p	30.00	22.00
6a-8p (Best Time Available)	25.00	20.00
5a-Mid (Run of Schedule)	20.00	15.00
<u>Thursday-Saturday</u>		
Morning Drive/6a-9a	35.00	25.00
Afternoon Drive/4p-7p	35.00	25.00
6a-8p (Best Time Available)	30.00	22.00
5a-Mid (Run of Schedule)	20.00	15.00
Live Broadcast		
Three Hour (3 live call-ins an hour/30 promos)	1500	
Two Hour (3 live call-ins an hour/20 promos)	1200	