



# Reaching Treasure Coast Adults

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## WHLG-FM *Coast 101.3* Station Profile

- Format: Adult Contemporary  
Music: *Today's Hits & Yesterday's Greatest*  
Artists: Elton John, Carrie Underwood, Fleetwood Mac, Phil Collins, Madonna, Chicago, Kelly Clarkson, Maroon 5, Billy Joel, Faith Hill, Hall & Oats, Celine Dion, John Mayer, Rod Stewart, Mariah Carey, Matchbox Twenty & more  
Market: Stuart, Ft. Pierce, Vero Beach  
Dial: 101.3 Mhz  
Coverage: 6,000 Watts. North Palm Beach to Vero Beach  
Owner: Horton Broadcasting  
Features: ***"The Amazing 80s"*** with M.G. Kelly – ***"Back to the 70s"*** with Charlie Tuna – ***"The Dave Koz Smooth Jazz Show"***



## Friendly Voices on the Treasure Coast and *Coast 101.3*



### **Mornings on the Coast with Ray Michaels - Weekdays 6am – 9am**

**Ray Michaels** wakes you up with music and a smile. He also makes sure you are up to date with Local News, Weather and Traffic information and throws in a contest or two to keep your on your toes.



### **Coasting Through Your Workday with Bonnie Ashley - Weekdays 10am – 3pm**

**Bonnie Ashley's** warm, friendly voice keeps you company at work. She plays Today's Hits and Yesterday's Favorites to help push the stress levels down and she features "The Hot Topic" and the "All Request Coast Café."



### **Driving Home Along the Coast with Mr. G - Weekdays 3 – 8pm**

Mr. G. gets you home safe, sound and sane with lots of great Coast music and plenty of traffic reports to steer you around the drive time trouble spots. And he usually has some fun and games to make the ride more enjoyable.



### **"Coast After Dark" - Weeknights 8pm – Midnight**

When the workday is finally done it's nothing but great music to help you relax after a long, hectic day. That's "Coast After Dark."



## Women 25-54 Love Coast 101.3...

**All Week**

WOMEN 25-54		Mon-Sun 6am-Midnight	
Rank	Station	Share	Format
1	<b>WHLG-FM Coast 101.3</b>	<b>5.5%</b>	<b>Adult Contemporary</b>
1	WAVW-FM (t)	5.5%	Country
3	WJNX-AM	4.6%	Spanish News/Talk
4	WGYL-FM	3.7%	Adult Contemporary
4	WSYR-FM (t)	3.7%	Hot AC
4	WQOL-FM (t)	3.7%	Oldies
4	WFLM-FM (t)	3.7%	Urban AC
8	WOSN-FM	2.8%	Adult Stds/MOR
8	WJKD-FM (t)	2.8%	Adult Hits
10	WOLL-FM	1.8%	Adult Contemporary

**Weekdays**

WOMEN 25-54		Mon-Fri 6am-7pm	
Rank	Station	Share	Format
1	<b>WHLG-FM Coast 101.3</b>	<b>6.0%</b>	<b>Adult Contemporary</b>
1	WAVW-FM (t)	6.0%	Country
3	WJNX-AM	4.8%	Spanish News/Talk
4	WGYL-FM	4.2%	Adult Contemporary
5	WSYR-FM	3.6%	Hot AC
5	WQOL-FM (t)	3.6%	Oldies
7	WOSN-FM	3.0%	Adult Stds/MOR
8	WJKD-FM	2.4%	Adult Hits
9	WFLM-FM (t)	2.4%	Urban AC
10	WPSL-AM	1.2%	News/Talk/Info

Source: Arbitron, Fall 2007 Survey, Martin & St. Lucie Counties.



## Women 25-54 Love Coast 101.3...

*Waking Up*

WOMEN 25-54		Mon-Fri 6-10am	
Rank	Station	Share	Format
1	WJNX-AM	7.8%	Spanish News/Talk
2	<b>WHLG-FM Coast 101.3</b>	<b>4.8%</b>	<b>Adult Contemporary</b>
2	WAVW-FM (t)	4.8%	Country
4	WGYL-FM	4.2%	Adult Contemporary
5	WQOL-FM	3.6%	Oldies
6	WSYR-FM	2.4%	Hot AC
6	WFLM-FM (t)	2.4%	Urban AC
8	WJKD-FM	1.8%	Adult Hits
9	WPSL-AM	1.2%	News/Talk/Info
10	WOLL-FM (t)	1.2%	Adult Contemporary

*At Work*

WOMEN 25-54		Mon-Fri 10am-3pm	
Rank	Station	Share	Format
1	<b>WHLG-FM Coast 101.3</b>	<b>7.8%</b>	<b>Adult Contemporary</b>
2	WAVW-FM	6.7%	Country
3	WGYL-FM	5.0%	Adult Contemporary
4	WOSN-FM	4.4%	Adult Stds/MOR
5	WSYR-FM	3.9%	Hot AC
6	WQOL-FM	3.3%	Oldies
7	WJKD-FM	2.8%	Adult Hits
8	WJNX-AM (t)	2.8%	Spanish News/Talk
9	WFLM-FM	2.2%	Urban AC
10	WPSL-AM	1.7%	News/Talk/Info

Source: Arbitron, Fall 2007 Survey, Martin & St. Lucie Counties.



## Women 25-54 Love Coast 101.3...

*And on the way home at the end of a long day.*

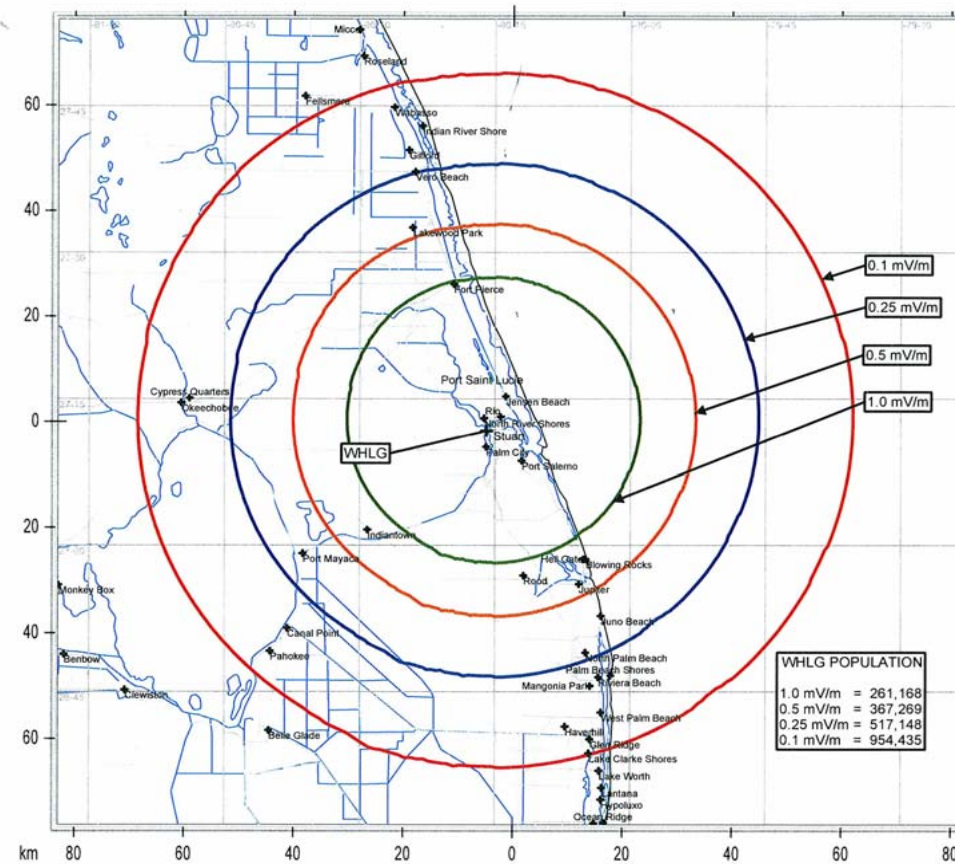
WOMEN 25-54			Mon-Fri 3-7pm
Rank	Station	Share	Format
1	WAVW-FM	5.4%	Country
2	<b>WHLG-FM Coast 101.3</b>	<b>4.8%</b>	<b>Adult Contemporary</b>
2	WSYR-FM (t)	4.8%	Hot AC
2	WJNX-AM (t)	4.8%	Spanish News/Talk
5	WQOL-FM	4.1%	Oldies
6	WOSN-FM	3.4%	Adult Stds/MOR
7	WGYL-FM	2.7%	Adult Contemporary
8	WJKD-FM (t)	2.7%	Adult Hits
9	WFLM-FM (t)	2.7%	Urban AC
10	WOLL-FM	2.0%	Adult Contemporary

Source: Arbitron, Fall 2007 Survey, Martin & St. Lucie Counties.



# WHLG Coast 101.3 Signal Coverage

HORTON BROADCASTING COMPANY, INC.



WHLG - 101.3 MHz - 6.0 kW ERP - 91m HAAT



## Cost Effective Advertising Begins on **Coast 101.3**

Advertise on **Coast 101.3** and reach the Women 25+ in the Ft. Pierce-Vero Beach-Stuart market. These women make or influence almost every major purchasing decision.

### **60-Second Rates (Gross)**

M-F 6a-10a \$35

M-F 10a-3p \$35

M-F 3p-7p \$35

Sa/Su 6a-7p \$30

### **30-Second Rates (Gross)**

M-F 6a-10a \$25

M-F 10a-3p \$25

M-F 3p-7p \$25

Sa/Su 10a-3p \$20

Sponsorships, feature programming, personal DJ endorsements, remotes and long-term Discounts are also available.



## Sponsorship Opportunities on **Coast 101.3**

### Local Morning News

Daily Monday thru Friday 6–10am

Sponsorship includes:

Opening Billboard, One 60 second commercial adjacency

### Local Morning & Afternoon Traffic Reports

Daily Monday thru Friday

Sponsorship includes:

One 15 second commercial adjacency with each report

### The All Request Lunch Hour

Noon-1pm Monday thru Friday

Sponsorship includes:

Opening, Midpoint & Closing Billboards

Two 60 second commercials in the hour

***Ask your **Coast 101.3** marketing consultant about availability.***



## ***WHLG-FM Coast 101.3***

### **Contact Info**

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