



MEDIA  
KIT  
2019

WQBN RADIO – SUPER Q

60 YEARS SERVING THE HISPANIC COMMUNITY

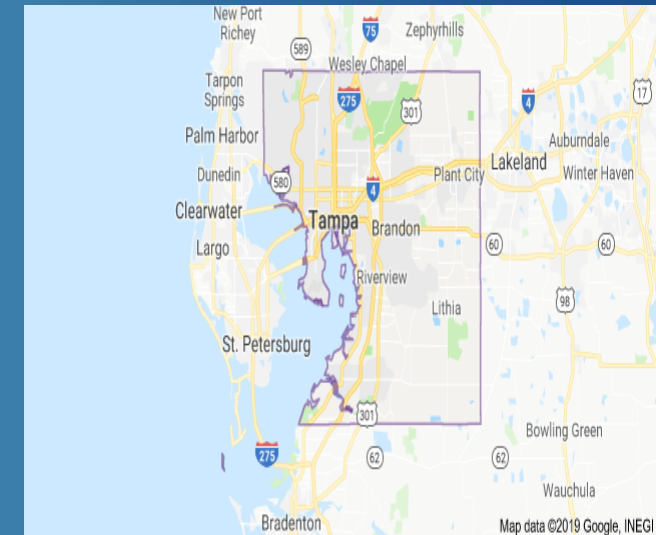
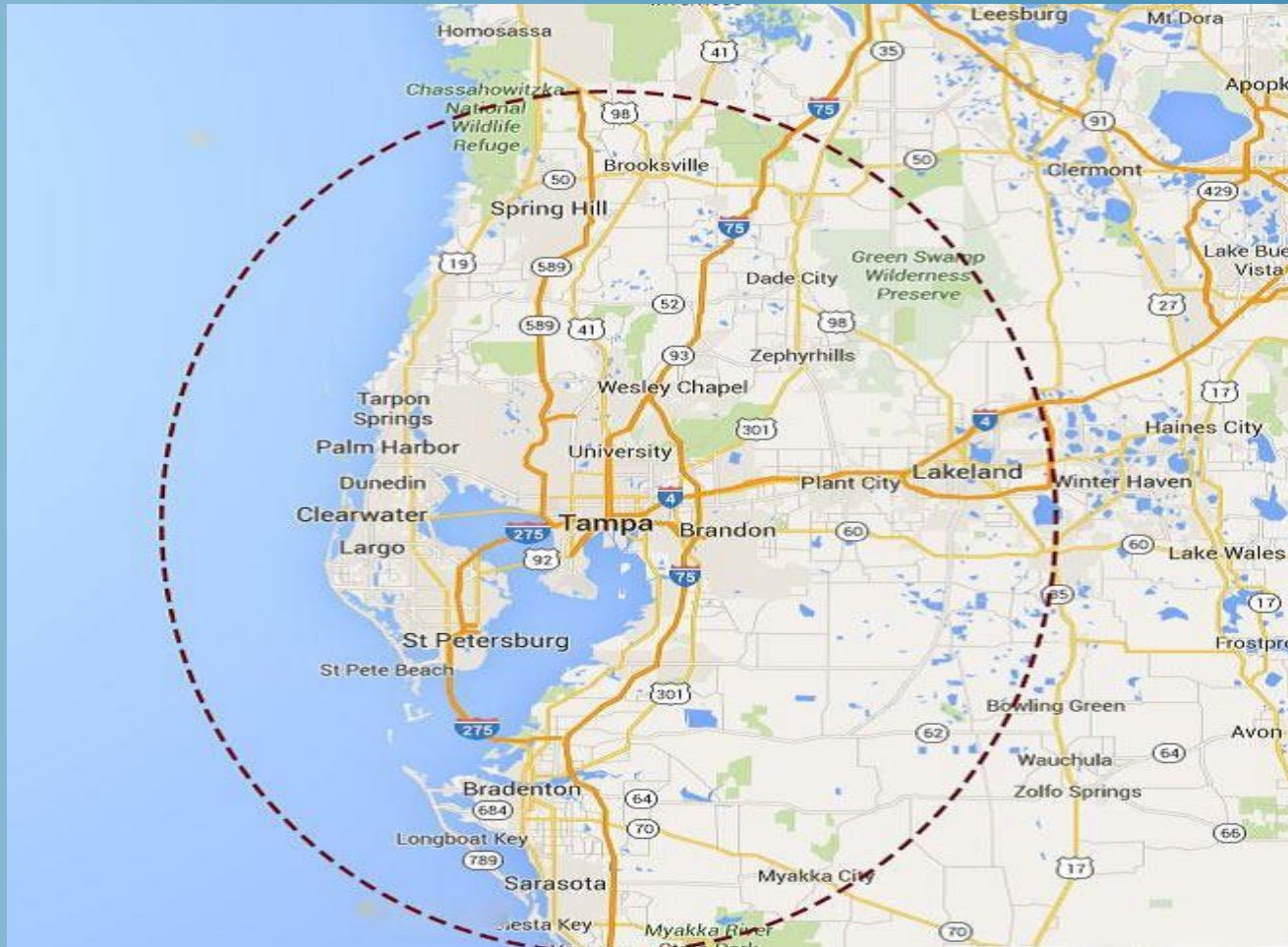
## WHO WE ARE



Super Q (WQBN Radio), with 60 years is the oldest Hispanic radio station in Tampa Bay. Our radio station transmits its adult-contemporary programming with orientation towards a Latin-Hispanic audience, covering the Western Hispanic market of the State of Florida.

Our transmission power signal is of 5,000 Watts, which covers more than five (5) Counties in Central West Florida. In our programming we offer a varied and exquisite musical and informative content, aimed at our select and constant audience, based on today and yesterday hits, local and international news, sports, traffic reports, daily weather conditions and a great interactive content seven (7) days a week, from 6:00 am.

# WE HAVE THE COVERAGE FOR YOUR BUSINESS



**SUPER Q 106.7 FM – 1300 AM  
HAS HILLSBOROUGH  
COUNTY COVERED**

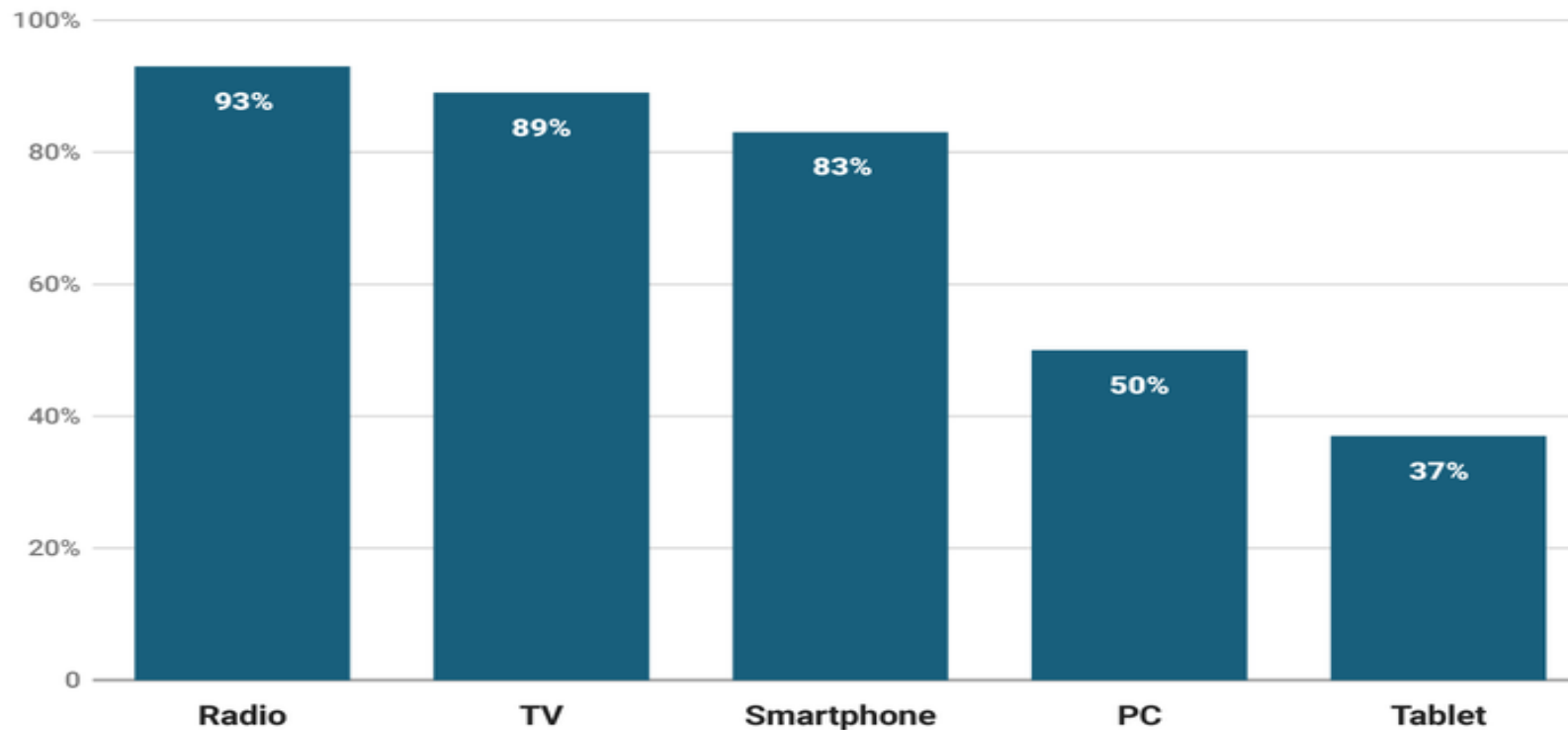
# RADIO REACH VS. NEW TECHNOLOGIES



TECH CHART OF THE DAY

## WEEKLY REACH OF MEDIA PLATFORMS IN THE US, Q4 2016

Percentage of US population aged 18+



SOURCE: Nielsen Comparable Metrics Report

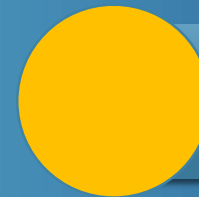
statista | BUSINESS INSIDER

# TARGET AND DEMOGRAPHICS

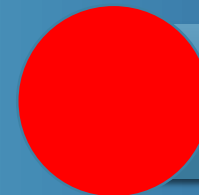


According to data provided by the U.S. Census Bureau, demographic data for 2018 revealed that more than 420,000 people (29.2%) in Hillsborough County were of Hispanic or Latino origin. Other adjacent counties to Hillsborough County, showed the following Hispanic or latino population:

COUNTY	POPULATION	%
Pasco	86,000	15.8%
Polk	168,000	23.6%
Hardee	12,000	44.0%
Manatee	66,000	16.7%
Pinellas	98,000	10.0%



CORE: ADULTS 40-65



TARGET: ADULTS 35-85

# TAMPA BAY'S HISPANIC MARKET POWER



## TAMPA BAY

The 20<sup>th</sup> largest U.S. Hispanic Market, and the 7<sup>th</sup> fastest-growing U.S. Hispanic Market.  
(Source: Nielsen Market's Survey Population Spring 2015)

## POPULATION GROWTH

The Hispanic population in Tampa Bay has grown over 110% since 2000 and will drive the overall population growth for the next 20 years.  
(Source: Nielsen Market's Overall Growth 2014)

## BUYING POWER

Tampa Bay Hispanics have a buying power of \$11.1 Billion a year and an average income of \$54,000 per year per household.  
(Source: Global Insight 2014 Hispanic Market Monitor)

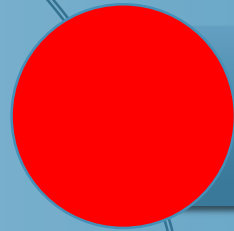
# WHY ADVERTISE WITH US



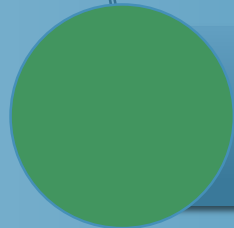
Advertising with Super Q is:

- An already tested winning option.
- Because we have a loyal audience.
- Because we do local radio in a special and personal way.
- Because the commercials that we design and produce are effective.
- Because the advertising placed in our programming produce the expected results.
- Because we are committed to our community and the Spanish speaking community.

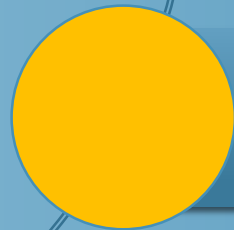
# HOW WE HELP YOUR BUSINESS



To increase your sales



To increase your earnings



To improve the image and reputation of your business



# LET US CUSTOMIZE YOUR CAMPAIGN



LET SUPER Q, 106.7 FM AND 1300 AM, CUSTOMIZE A PACKAGE THAT WILL FIT YOUR BUSINESS NEEDS.

Advertising Contracts of 3, 6 or 12 Months, that includes weekly customized packages, so you can make your advertising message air more times per week with greater chance of listener recall.

Radio advertising might be seen as old fashioned especially with the rise of the Internet and other types of media and that their audience has decreased. This is not the case however. Commercial radio still reach millions of people every day. Radio advertising works with frequency and reaching your audience repeatedly have significantly less costs compared to other types of media. Just let us work with you and your budget.

## OUR SHOWS



**“Buenos Dias Tampa Bay...”** Monday to Friday from 6 AM - 10 AM. Good Morning Tampa Bay, is a morning radio magazine, presented by our talents Gabriela Guzman and J.J. Posada. “Buenos Dias Tampa Bay” is a show that offers updated information to our audience, news, traffic, weather and the best music of yesterday and today.

**“Flea Market En El Aire”** Monday to Friday from 11 AM - 1 PM. Do you need to sell an item? Buy a washer and dryer? Looking for a job? “El Flea Market En El Aire”, is your solution. 20 years at Super Q, hosted by Luis Maisonet. One of the oldest non-syndicated shows in Tampa Bay.

## OUR SHOWS



**“Ponte Al Día”** Monday to Friday from 3 PM - 5 PM, is presented by our talents Madeline Rivera and Yaimara Ocariz. “Ponte Al Día” is a mix of themes that becomes the perfect dose to complete your afternoons.

**“En Las Horas del Tapón...”** Monday to Friday from 5 PM - 7 PM. Connect with Carlos Pereira every afternoon on the way to your home, the gym, or anywhere else you go after work. Listen good music, news, comments, interviews and curious notes. You will have a great time in the company of Carlos Pereira.

# SUPER Q IS ON LINE @ QI300.COM



5207 E. Washington St., Tampa, Florida 33619 (813) 272-1333



WQBN RADIO

INICIO

QUIENES SOMOS

PROGRAMAS

PUBLICIDAD

CON LA COMUNIDAD

CONTACTENOS

EN VIVO

W Q B N R A D I O - S U P E R Q

# 106.7 FM / 1300 AM

Bienvenido A Tus Raíces Hispanas. Porque Somos Una Emisora Tan Latina Como Tú!

Contactenos

LISTEN SUPER Q  
ON YOUR  
CELLPHONE AND  
TABLETS WITH THIS  
APPS



ONLINE RADIO BOX



**FOLLOW SUPER Q ON SOCIAL MEDIA**



@SuperQ1300TampaFL



@superqtampa



@SuperQ1300

**WE HAVE THE CONTROL OF TAMPA BAY**



**WE ADJUST YOUR ADVERTISING CAMPAIGN, ACCORDING TO YOUR BUDGET**

**! CONTACT US NOW !  
AND LET US BECOME THE BEST ADVERTISING MEDIA FOR YOUR BUSINESS**

**WQBN RADIO - SUPER Q 106.7 FM / 1300 AM**  
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[www.q1300.com](http://www.q1300.com)