



STATION PROFILE

About Us

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.

Format

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 are what you'll find when you tune into **The Bull!**

News/Sports

The Bull is actively involved in local and regional news coverage, as well as being the home for area high school sports and is part of the Florida Gators Football Network.

Features

As a personality-driven station, every show is a feature in itself, but we also have several unique programs, including Southern Gospel on Sunday morning, and a weekly country countdown, also on Sunday.



COVERAGE MAP

Primary Communities: Arcadia, Wauchula, Zolfo Springs
Lake Placid, Avon Park, Sebring, Fort Meade, Nocatee

Secondary Communities: Port Charlotte, Punta Gorda, Sarasota





RATE CARD

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

Daypart	60's	30's
<u>Weekday</u>		
Morning Drive/6a-10a	25.00	20.00
Afternoon Drive/3-7p	25.00	20.00
6a-7p (Best Time Available)	20.00	15.00
6a-Mid (Run Of Schedule)	15.00	12.00
<u>Weekend</u>		
Sat/Sun (8a-7p BTA)	15.00	12.00
Sat/Sun (8a-Mid ROS)	13.00	10.00

Mighty Mini

Hourly live mentions weekdays from 6a-7p (10-15 seconds of info).
 Limited to one advertiser per day. *(Must provide a minimum four day notice. Sold to clients on first come basis.)*

Mon-Wed	\$100 per day
Thu-Fri	\$200 per day

Live Broadcast

Three Hour <i>(3 breaks an hour/20 promos)</i>	850.00
Two Hour <i>(3 breaks an hour/20 promos)</i>	750.00
Two Hour Station Appearance <i>(20 promos/no call-ins)</i>	600.00