



Just The Facts

Format: Dial Position 1490
24 Hours
News/ Talk- Spanish
Power: 1000 Watts
Serving: Haverhill, Lawrence, Methuen, Newburyport,
Amesbury, Salem NH, Plaistow NH, Hampton NH and
Exeter NH

Features: Local Programming
Special Features
Red Sox Baseball / Spanish
Award-Winning Local Personalities
Community Oriented
Local News, Weather and Traffic

Audience:

Age	Men	Women
25-54	75.4%	76.7%
35-64	73.9%	74.9%

(Average weekly listenership of radio, source: Arbitron database Hispanic Cume PUR Estimates.)

Benefits: WCEC Radio targets the Hispanic News/ Talk audience with specific LOCAL programming designed exclusively for today's Hispanic listener. WCEC's blend of LOCAL information and LOCAL programs make it the station most Hispanics prefer. The WCEC audience is very loyal and supports the station's many advertisers.

WCEC 1490 AM
