



# Just The Facts

**Format:**

Dial Position 800  
Tropical Music / Spanish  
Power 3000 Watts ( Non Directional )  
Serving the Metro Northeast Corridor from Lawrence to Boston

**Features:**

New Music Hip-Hop/ Rock/ Reggae/ Merengue/ Salsa & Bachata  
Special Reports from Santo Domingo, Puerto Rico & South America  
Award-Winning Radio Personalities  
Community Oriented  
Local News, Weather and Traffic

**Audience:**

Age	Men	Women
12-17	86.3%	87.2%
18-34	92.5%	94.5%
25-54	96.2%	97.0%

(Average weekly Listenership of radio, source: Arbitron database Hispanic cume PUR Estimate)

**Benefits:**

Reach the fastest growing ethnic population in Massachusetts.  
POWER 800 is the areas #1 Hispanic station. POWER 800 is the  
Premier Spanish radio station in New England and its listeners  
Proclaim it as the best.