

PENSACOLA'S

PLAYLIST

94.5

HD Radio

**Music You Love
from the
80's, 90's & Today**





Music You Love from the 80's, 90's & Today

Pensacola's PLAYLIST is a new radio station just for Pensacola, playing the biggest light rock and pop hits from the 80's to today. We launched Pensacola Playlist in January of 2020. With all of our heavy marketing, Pensacola has tuned-in and embraced this station as one of their favorites station to listen too.

Target: Female 35+, offices, restaurants, in car and anywhere for short or long periods of listening.

Pensacola Playlist is an AC (Adult Contemporary) station that plays the best mix of music from the 80's, 90's through today. It is music-intensive, Top 40 radio for adults, without the rap and hard rock featuring.

FEATURES

• **Pensacola Playlist** has **More music every hour!** Far fewer commercials than any other radio station in Pensacola.



ADX Communications – 7251 Plantation Road – Pensacola, Florida 32504

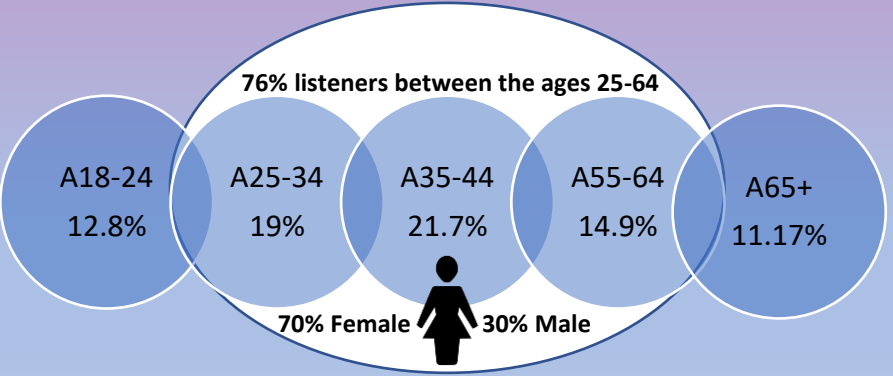
Ph: 850-262-6000 | Fx: 850-494-0778 | Playlist945.com



Music You Love from the 80's, 90's & Today

Call Letters: WYCT HD2 | 94.5 FM
Format: Adult Contemporary | 80's, 90's & Today
Listening Area: Escambia & Santa Rosa County
Online: Playlist94.5.com | Facebook: facebook.com/pensacolaplaylist | Alexa

Our Audience



A typical Pensacola Playlist Listener

(Adult Contemporary formats)

- ✓ 82% more likely to be on Social Media in past 30 days.
- ✓ 72% more likely to own \$50,000-\$74,999 in stocks
- ✓ 60% more likely have spent \$301+ at other restaurants/last 6 month.
- ✓ 52% more likely been advised about fees/travel arrangements/last 12 mo by radio.
- ✓ 49% more likely to read Parent Magazine.
- ✓ 43% more likely to have went tanning in the last 6 months.
- ✓ 40% more likely ordered from ProFlowers website/last 12 mos.
- ✓ 40% more likely attended Marathon/road running/triathlon.
- ✓ 37% more likely Spent \$1000+ for toys/games last 12 mos.
- ✓ 30% more likely to have recently shopped Home decoration/furnishing



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Signal Coverage for 94.5



Signal Coverage for WYCT HD2

