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MEDIA KIT

www.LAMEGAPVD.com



¿WHO ARE WE?

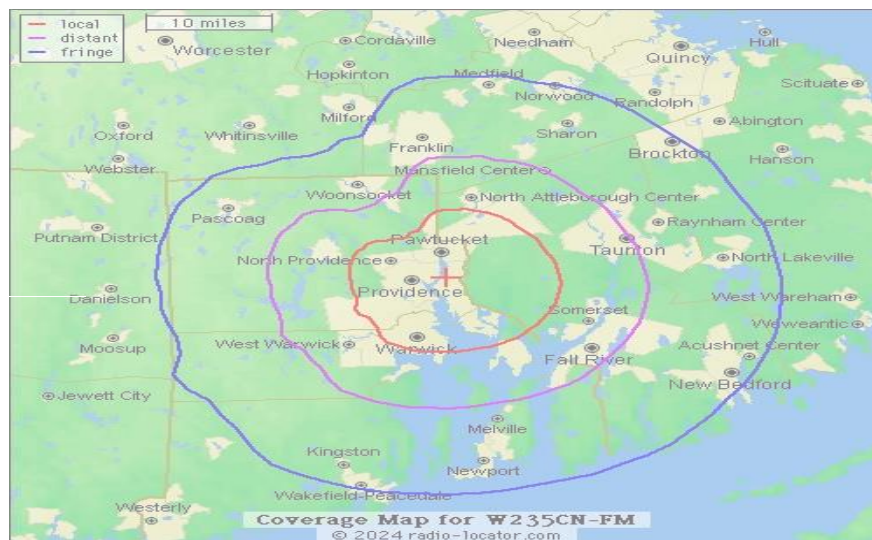
W235CN LA MEGA 94.9 FM (WSTL 1220 AM) is a tropical and Spanish-language radio station licensed to Providence, RI, covering cities such as Providence, Pawtucket, Central Falls, Warwick, and more.

We offer a unique and comprehensive radio experience, aiming to serve the large and growing Latino population in Rhode Island and parts of Massachusetts.

According to the latest Rhode Island census, 19.7% of Rhode Island's population is Hispanic or Latino. This means that approximately one in five Rhode Island residents is Latino.

MARKET:	HISPANIC/LATIN:
Central Fall	69.1%
Providence	45.3%
Pawtucket	26.8%
Woonsocket	25.5%
Cranston	18.8%
Rhode Island	19.7%

A business way of putting it. Mega 94.9fm operates within a radio market with over 200,000 potential Hispanic listeners, as measured by polling firms.





ADVERTISING SOLUTIONS:

We create campaigns tailored to each client's objectives and budget.

- ✓ 30- and 60-second radio commercials
- ✓ Live mentions
- ✓ Program and segment sponsorships
- ✓ Business interviews
- ✓ Promotions and contests
- ✓ Social media campaigns
- ✓ Digital content – videos – posts
- ✓ Remote broadcasts / Live streams from your business

IDEAL FOR YOUR BUSINESS

Mega offers particularly attractive opportunities for:

- Automotive
- Restaurants
- Supermarkets
- Lawyers - Immigration
- Real Estate - Insurance - Taxes
- Banks and Credit Unions
- Healthcare
- Education
- Telecommunications
- Concerts - Entertainment
- Services
- Professionals & Local Businesses

WE DON'T JUST SELL COMMERCIALS



WE CREATE CONNECTIONS

OUR GOAL IS TO HELP YOU:

- BUILD BRAND AWARENESS
- ATTRACT NEW CUSTOMERS
- PROMOTE YOUR PRODUCTS AND SERVICES
- STRENGTHEN YOUR PRESENCE IN THE LATIN COMMUNITY
- CONVERT AUDIENCE INTO BUSINESS OPPORTUNITIES

LET RHODE ISLAND LISTEN TO YOUR BUSINESS

The Latino community represents a great growth opportunity.

Your next customer could be listening.

ADVERTISE ON MEGA 94.9 FM

PROVIDENCE – RHODE ISLAND

RADIO

DIGITAL

SOCIAL

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