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Metro Rank: 61

Revenue Rank: 63

Ft. Myers-Naples-Marco Island, FL Market Overview



Metro Counties / Population (000)

Collier, FL	336.5
Lee, FL	611.9
	948.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	2003	2004	2005	2006	2007	2008	Δ 03 - 08
		\$38,900	\$46,200	\$49,000	\$53,700	\$51,100	\$39,800
Revenue/Retail Expend	2003	2008					Est. Breakout
	\$5.38/1,000	\$4.09/1,000					Local 85%
Revenue/Capita	2003	2008					National 15%
	\$49.94	\$41.97					

Demographic and Economic Overview

(000's, except Retail Expenditures and ADI in 000,000's)

	2003	2008	Growth Rate	2008	2013	Growth Rate
MSA Population	779.0	948.4	4.0%	948.4	1,104.6	3.1%
Households	330.1	392.6	3.5%	392.6	453.5	2.9%
Retail Expenditures	7,233.4	9,734.8	6.1%	9,734.8	10,708.8	1.9%
Aggreg Disp Income	19,207.7	25,708.7	6.0%	25,708.7	33,391.7	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	474.7	67.2	31.8	38.0	63.8	62.1	58.9	152.9
Women (000)	473.7	61.5	29.4	33.2	54.6	57.0	60.6	177.5
Total	948.4	128.6	61.2	71.2	118.4	119.1	119.4	330.4
Percentage	100.0%	13.6%	6.5%	7.5%	12.5%	12.6%	12.6%	34.8%
Per Capita	\$ 32,628							
Ethnic Population:								

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations	2		18	17	20	10	30
Tot 12+	4.1		62.3	64.3	66.4	11.2	77.6
Avg 12+	2.1		3.5	3.8	3.3	1.1	2.6
Tot LCS	5.3		80.3	82.9	85.6	14.4	100.0
Avg LCS	2.6		4.5	4.9	4.3	1.4	3.3



FCC Geographic Market Definition for Ft. Myers-Naples-Marco

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WCRM	AM	1350	C	Spn/Cct/Var	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	p Christ Center International	Fort Myers, FL	Lee
WARO	FM	94.5	C	Clsc Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Meridian Broadcasting Inc	Naples, FL	Collier
WNTY	FM	92.5	C	Clsc Hits	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Meridian Broadcasting Inc	Estero, FL	Lee
WWGR	FM	101.9	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Renda Broadcasting Corporation	Fort Myers, FL	Lee
WAFZ	FM	92.1	C	Mexican	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Glades Media Company	Immokalee, FL	Collier
WINK	AM	1240	C	Nws/Tlk/Inf	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Meridian Broadcasting Inc	Fort Myers, FL	Lee
WINK	FM	96.9	C	Hot AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Ft Myers Broadcasting Company	Fort Myers, FL	Lee
WRXK	FM	96.1	C	Clsc Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Beasley Broadcast Group	Bonita Springs, FL	Lee
WVOI	AM	1480	C	Oldies	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Sovereign City Radio Services LLC	Marco Island, FL	Collier
WMYR	AM	1410	C	Oldies	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Sovereign City Radio Services LLC	Fort Myers, FL	Lee
WNOG	AM	1270	C	Nws/Tlk/Inf	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Meridian Broadcasting Inc	Naples, FL	Collier
WWCL	AM	1440	C	Mexican	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Latino Media Corporation	Lehigh Acres, FL	Lee
WCKT	FM	107.1	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Clear Channel Communications Inc	Lehigh Acres, FL	Lee
WJBX	FM	99.3	C	Alternative	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Beasley Broadcast Group	Fort Myers Beach, FL	Lee
WXKB	FM	103.9	C	Top 40	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Beasley Broadcast Group	Cape Coral, FL	Lee
WTLT	FM	93.7	C	AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Meridian Broadcasting Inc	Naples, FL	Collier
WSGL	FM	104.7	C	Mix AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Renda Broadcasting Corporation	Naples, FL	Collier
WOLZ	FM	95.3	C	AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Clear Channel Communications Inc	Fort Myers, FL	Lee
WAFZ	AM	1490	C	Mexican	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Glades Media Company	Immokalee, FL	Collier
WPTK	AM	1200	C	Sports	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Ft Myers Broadcasting Company	Pine Island Center, FL	Lee
WBTT	FM	105.5	C	Hip Hop	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Clear Channel Communications Inc	Naples Park, FL	Collier
WAVV	FM	101.1	C	Easy	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Alpine Broadcasting Corporation	Naples Park, FL	Collier
WGUF	FM	98.9	C	Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Renda Broadcasting Corporation	Marco, FL	Collier
WJPT	FM	106.3	C	Adlt Stndrd	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Beasley Broadcast Group	Fort Myers, FL	Lee
WWCN	AM	770	C	Sprts/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Beasley Broadcast Group	North Fort Myers, FL	Lee
WDEO	FM	98.5	C	Relgn/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Ave Maria University Inc	San Carlos Park, FL	Lee
WZJZ	FM	100.1	C	Smooth	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Clear Channel Communications Inc	Port Charlotte, FL	Charlotte
WTLQ	FM	97.7	C	Spanish	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Ft Myers Broadcasting Company	Punta Rassa, FL	Lee
WCNZ	AM	1660	C	Oldies	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Sovereign City Radio Services LLC	Marco Island, FL	Collier
WJGO	FM	102.9	C	Adult Hits	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Renda Broadcasting Corporation	Tice, FL	Lee
WAYJ	FM	88.7	NC	ChrsContem	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	WAY-FM Media Group Inc	Fort Myers, FL	Lee
WGCU	FM	90.1	NC	Nws/Jaz/Inf	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Gulf Coast University, Board of Regents	Fort Myers, FL	Lee
WJYO	FM	91.5	NC	Inspr/Chrst	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Airwaves for Jesus Inc	Fort Myers, FL	Lee
WMKO	FM	91.7	NC	Nws/Inf/Jaz	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Gulf Coast University, Board of Regents	Marco, FL	Collier

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Ft. Myers-Naples-Marco

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WSOR	FM	90.9	NC	Christian	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Moody Bible Institute of Chicago Incorporated	Naples, FL	Collier
WSRX	FM	89.5	NC	ChrsContem	Ft. Myers-Naples-Marco Island, FL	07/02/2003	61	Shadowlawn Association Inc	Naples, FL	Collier
WBGY	FM	88.1	NC	Country	Ft. Myers-Naples-Marco Island, FL	02/20/2004	61	Everglades City Broadcasting Company Inc	Naples, FL	Collier
WMYE	FM	91.9	NC	Christian	Ft. Myers-Naples-Marco Island, FL	06/24/2008	61	Call Communications Group Inc	Fort Myers, FL	Lee

Number of Stations in Geographic Market 38

Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

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