

AM 860

THE ANSWER

am860TheAnswer.com

NEWS.

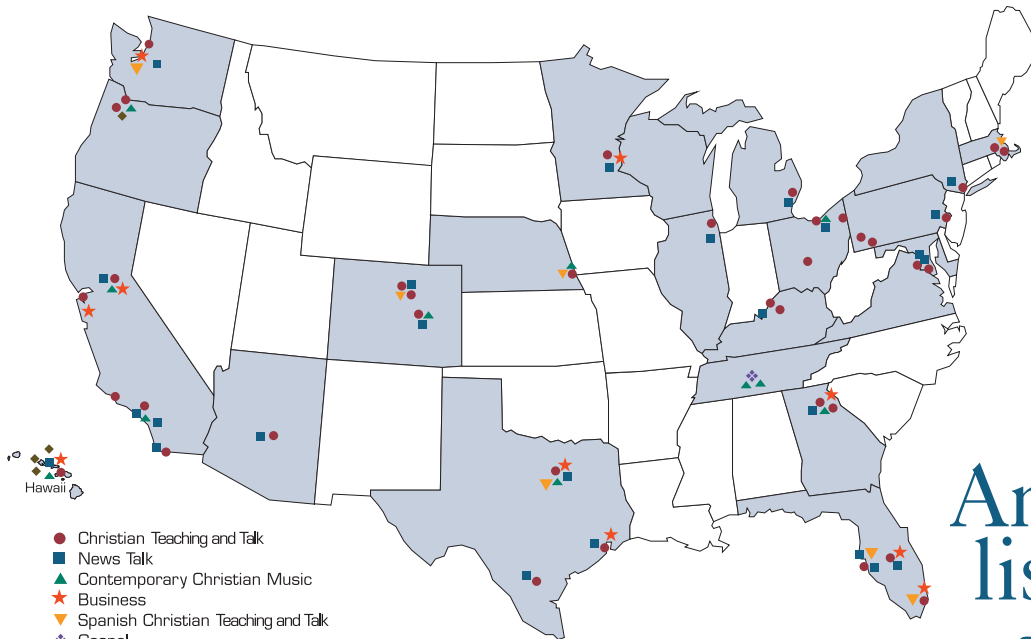
INSIGHT.

PASSION.



About Salem Communications

Salem Communications Corporation is a leading broadcaster of religious programming and informative news talk. The company owns and operates commercial radio stations in major markets throughout the United States. Salem Communications Tampa-Sarasota owns five radio stations in the area including AM 860 The Answer, Faith Talk 570 & 910 AM WTBN, Radio Luz 760 AM WLCC, and AM 930 The Answer in Sarasota.



America is listening.

Our radio stations are located in the top radio markets nationwide

RADIO • WEB • PRINT



Profile of News Talk Listeners

61% of the listening audience is male with a **39%** being female.

More than **60%** of listeners are in between the ages of **35-65**.

76% of listeners are **COLLEGE EDUCATED**

48% of listeners are professionals, also are in managerial positions

DECISION MAKERS in their careers

66% of listeners are **MARRIED**.

Salem Talk Stations Are Effective for Our Clients

- *Salem NewsTalk stations promote active listening*
- *Listeners are eager to hear the information we broadcast*
- *Your message is interspersed with other critical content such as news, weather and traffic*
- *Commercials are considered a part of the valuable content they seek*
- *Active listeners have better recall of what they hear... including your message*



Coverage Map

AM 860 The Answer has a coverage area reaching 7-counties in and around the Tampa Bay area including: Hillsborough, Hernando, Polk, Pasco, Pinellas, Sarasota & Manatee.



Weekday Programming



2:00 a.m. - 6:00 a.m.
Matt Bruce: *The Captain's AMERICA - Third Watch*



6:00 a.m. - 9:00 a.m.
Bill Bennett: *Morning In America*



9:00 a.m. - 11:00 a.m.
Mike Gallagher: *The Mike Gallagher Show*



11:00 a.m. - 12:00 p.m.
Bill Gunderson: *Best Stocks Now*



12:00 p.m. - 3:00 p.m.
Dennis Prager: *The Dennis Prager Show*



3:00 p.m. - 6:00 p.m.
Michael Medved: *The Michael Medved Show*



6:00 p.m. - 9:00 p.m.
Hugh Hewitt: *The Hugh Hewitt Show*



9:00 p.m. - Midnight
Kevin Jackson: *The Black Sphere*