



# Gainesville-Ocala

2026



# Audacy is

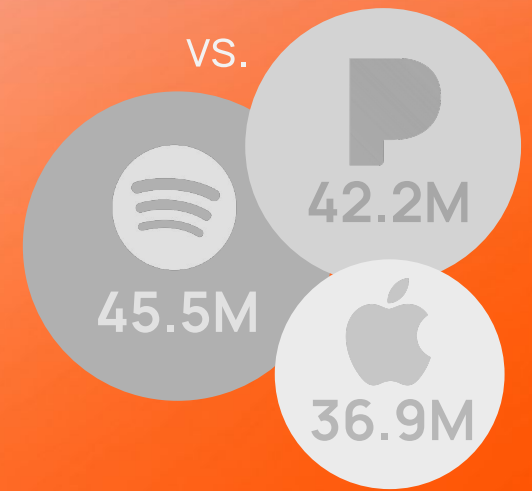
a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

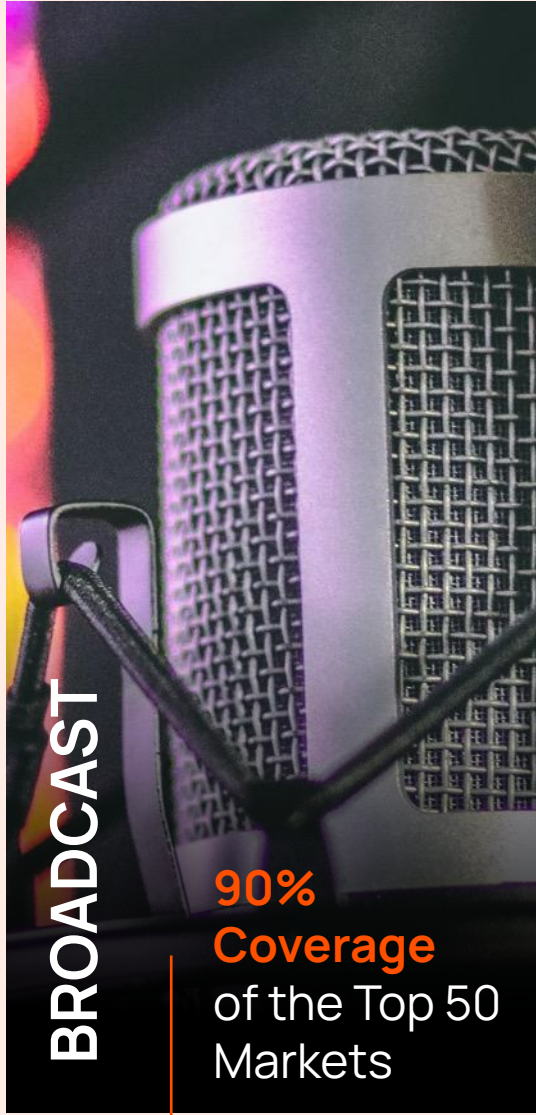
# 200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors

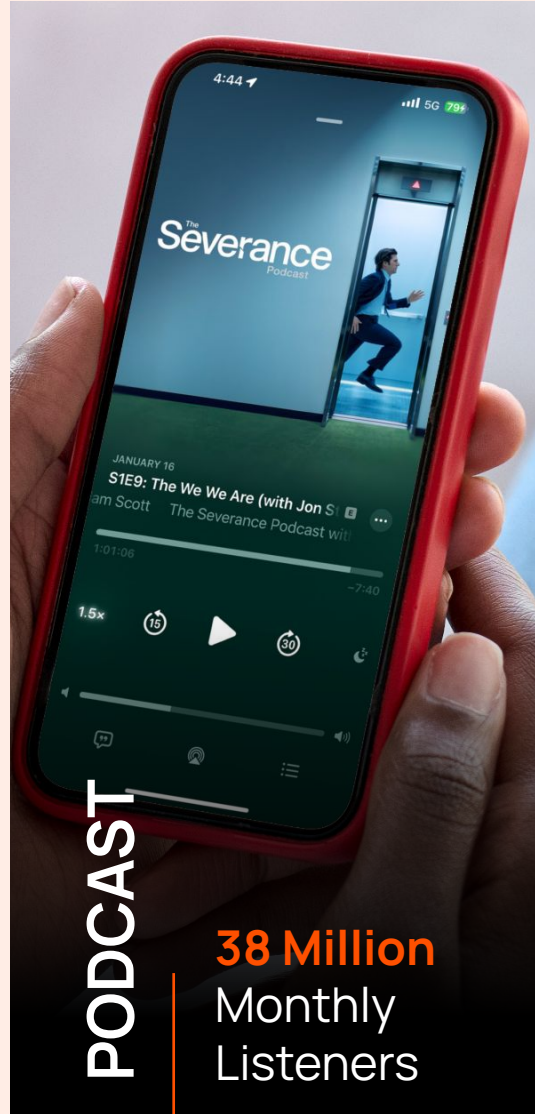


# One Audio Home. A Universe of Content.



**BROADCAST**

**90% Coverage**  
of the Top 50 Markets



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

**94M+**  
Combined U.S. Monthly Audience



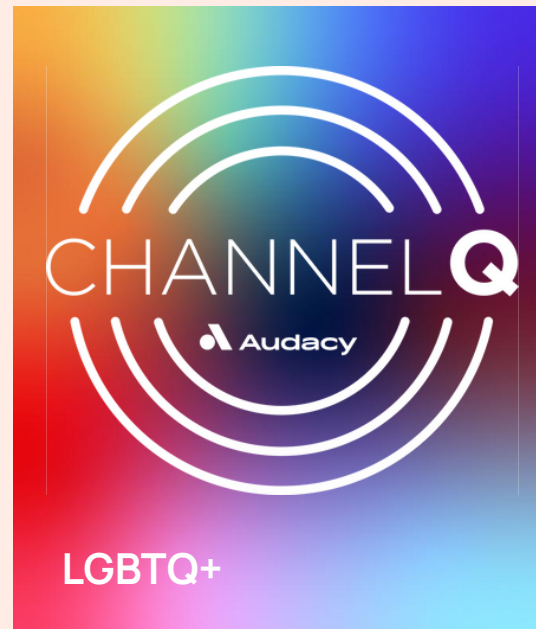
**EVENTS**

**Countless**  
Once-in-a-Lifetime Memories

\*Sources: 94M Combined Monthly Audience comprises 56M Streaming Listeners across O&O and Network Partners (comScore: Audacy Network, Media Metrix, MultiPlatform, Standard Data, Total Audience Desktop 2+, Total Mobile 18+, January 2025) and 38M Podcast Listeners (Audacy Podcast Network: Pro Forma Combined Podcast Listeners, Triton, December 2024; Audacy Creator Lab Podcasts: Google Analytics, Triton Digital, Megaphone, Audacy Creator Lab Analytics, January 2025)



A Leading Creator of  
Premium Audio Content



# Data-Driven Solutions

## Audiences<sup>1</sup>

### Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

## Attribution<sup>1</sup>

### Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

## Data as a Service<sup>1</sup>

### Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Claritas

Chartable



DEEP  
ROOT



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



VERITONIC





# Gainesville- Ocala

Local Connection, National Know-how.

# Gainesville-Ocala

**Local** roots and deep bonds with the community combined with the **expert capabilities of a forward-thinking, national organization**

The **only** medium that **covers the entire 13-county Central Florida region**, with established on-air personalities and brands that have longevity in the market

**Cover all things Gator:** Flagship home of University of Florida sports and partner to University of Florida radio stations

**Commitment to customized solutions leveraging cross-platform capabilities** – on-air, digital, social, event and loyalty program

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**861K**

Total 18+ Monthly Listeners

**2K+**

Monthly Streamers

**24K+**

Monthly Streaming TLH

**140K+**

Social Followers

**15K+**

Opt-in Database



# North Central Florida's Station for At-Work Listening

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>AC</b>	<b>WOMEN 25-54</b>	<b>433,600</b>	<b>2,723</b>	<b>35,256</b>	<b>20,079</b>	<b>34,148</b>

## CURATED CONTENT

- “Better music for a better workday” station playing music from the 80s, 90s, and now.

## ENGAGED AUDIENCE

- Legacy station that's been in the market since 1986
- Consistently delivers women listening at work.
- Powerful 100,000 watt signal reaches over 433,600 people monthly<sup>4</sup>.
- Consistently a top cume station in the region.

## INFLUENTIAL VOICES



**98.5 KTK MORNING SHOW**  
WEEKDAYS 5AM-10AM



**JENNIFER GRANT**  
WEEKDAYS 10AM-3PM



**TONY LORINO**  
WEEKDAYS 3PM-7PM



**DELILAH**  
WEEKDAYS 7PM-12AM

Sources: 1. Nielsen Audio; via Act One, Fall '24; DMA, Any Spill, Mon-Sun 6a-6a, 4 week cume P18+. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024. 4. Nielsen Scarborough, Market/Release: Gainesville/Ocala, FL Spring 2022 Total (Fall 2021 - Spring 2022); Base: Total Adults 18+, Projected: 590,718, Respondents: 983; M-S 6am-mid cume.



# Engagement Through Connection, Passion, Experiences



## WET NOSE WEDNESDAY

For over 5 years, we have helped hundreds of pets find forever homes with Wet Nose Wednesday. We partner with the Alachua County Humane Society and VOCAL: Voices of Change Animal League of Marion County. By spotlighting an adoptable pet, sharing the pet's story and keeping in touch with their progress, we are able to complete families with unwavering love! In addition, the first ever WKTK 5K dog run to benefit VOCAL is coming soon.



## DADDY/DAUGHTER DANCE

Each February, we are proud to host a Daddy Daughter Dance to benefit the Children's Miracle Network. Over the past two decades, 98.5 KTK has help raise over \$2 million, and our tradition continues. It's a night where Dads can take their princess out for dancing, food and fun. Besides the lifetime of memories, the dance helps our local Children's Miracle network hospital, Shands at UF.



## THE 98.5 KTK MORNING SHOW

A morning show entertains, informs and keeps up to date with the lifestyle of today. The 98.5 KTK Morning Show with Chris Malone has evolved into a happy place in the morning. While life can be stressful and the news filled with negativity, the show focuses on putting smiles of faces, educating the audience and providing a unique balance of wisdom, smart humor and fun!

# THE Place for the Biggest Names in Conservative Talk Radio

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>NEWS/TALK</b>	<b>MEN 25-54</b>	<b>246,800</b>	<b>5,712</b>	<b>39,907</b>	<b>9,288</b>	<b>2,044</b>

## CURATED CONTENT

- Conservative talk with **national news and local content**.
- Serving The Villages, Ocala, Gainesville, and 13 counties throughout the heart of Florida.
- The **breaking news source and severe weather coverage leader** for over 20 years.
- **Local news, traffic and weather** (from the UF Weather Center) featured all day.

## ENGAGED AUDIENCE

- **Appointment listening for upscale audience** with disposable income.

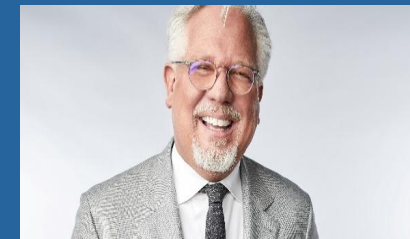
## INFLUENTIAL VOICES



THE BOB ROSE SHOW



GREG CASSIDY



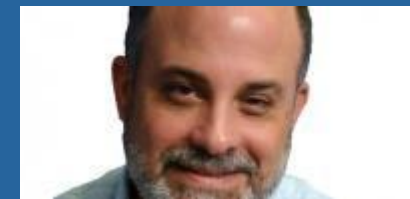
GLENN BECK PROGRAM



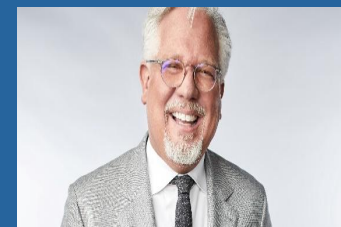
CLAY TRAVIS & BILL SEXTON SHO



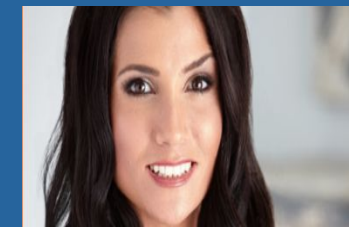
SEAN HANNITY SHOW



MARK LEVIN SHOW



GLENN BECK PROGRAM



THE DANA LOESCH SHOW

Sources: 1 Nielsen Audio; via Act One, Fall '24; DMA, Any Spill, Mon-Sun 6a-6a, 4 week cume P18+.. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024,



# Engagement Through Connection, Passion, Experiences



## NORTH CENTRAL FLORIDA'S PREMIERE LOCAL OPINION LEADER - BOB ROSE

If it's happening, Bob Rose is talking about it. The only live and local talk show that covers everything important in North Central Florida, the Bob Rose Show is the most listened to conservative voice. Daily features like "What's Buggin' You" give Bob's listeners the chance to sound-off. It's a brash but friendly update on what matters every morning, plus up-to-the-second traffic, weather, and local news.



## NEXT GENERATION TALENT CLAY TRAVIS & BILL SEXTON SHOW

A three-hour talk radio program available on hundreds of radio stations nationwide.

Each day on the program, Travis and Sexton tackle the biggest stories in news, politics and current events with intelligence and humor. Together, they guide listeners through the latest headlines and hot topics with fun and entertaining conversations and opinions



## SKY VALOR HONORS BRAVE FIRST RESPONDERS AND LAW OFFICERS

The Valor program salutes mostly unsung heroes in our area, recognizing law enforcement personnel and first responders that are on the front lines 24-7-365. All through the month of June, we share the inspiring stories of these heroes, The SKY honors their Valor at a ceremony for recipients and their families, recognizing their efforts and thanking them for their service.



# North Central Florida's Fresh Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>COUNTRY</b>	<b>ADULTS 18-49</b>	<b>206,800</b>	-	-	<b>23,698</b>	<b>3,109</b>

## CURATED CONTENT

- The “**young**” **country station** with a fun, fresh sound.
- **Home of Gator football** and basketball; simulcasts
- **Gator sports.**
- **Operated from the University of Florida** and a perfect fit for the **passionate, loyal audience**, filling a void in the local Country music landscape.
- 100,000 watt full **13-county market coverage** for broad reach at an efficient price point for **affordable results.**

## INFLUENTIAL VOICES



**THE BOBBY BONES SHOW**  
WEEKDAYS 6AM-10AM



**ALLIE**  
WEEKDAYS 10AM-3PM



**TOMMY BODEAN**  
WEEKDAYS 3PM-7PM



**THE BIG TIME WITH WHITNEY ALLEN**  
WEEKDAYS 7PM-12AM

Sources: 1 Nielsen Audio; via Act One, Fall '24; DMA, Any Spill, Mon-Sun 6a-6a, 4 week cume P18+ 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024,



# The Home of Gator and University of Florida Sports

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>SPORTS/NEWS/TALK</b>	<b>ADULTS 25-54</b>	<b>56,000</b>	<b>10,055</b>	<b>382</b>

## CURATED CONTENT

- **Local, regional and national Sports coverage.**
- **Official home of all University of Florida sports**, covering all men's and women's sports and all-things Gator.
- Onsite pre- and post-game shows and live from games on Saturdays.
- Features **strong local call-in shows with well-known personalities** Steve Russell, Jeff Cardozo.
- Broadcasts from the College of Journalism with **daily access to athletes and local sports newsmakers.**

## INFLUENTIAL VOICES



**UnSportsManLike w/ Evan, Canty & Michelle**  
WEEKDAYS 6AM-9AM



**DAN PATRICK**  
WEEKDAYS 9AM-12PM



**STEVE RUSSELL**  
WEEKDAYS 12PM-2PM



**KEVIN WINTER**  
WEEKDAYS 2PM-4PM



**THE TAILGATE**  
WEEKDAYS 4PM-6PM

# Key Ownership Programs & Opportunities

## EVENTS

- Valor
- Daddy Daughter Dance
- Bob Rose Golf Scramble
- Ocala Pumpkin Run
- Community Festivals

## SPORTS PARTNERSHIPS AND FAN EVENTS

- University of Florida Gators-All
- Football
- Basketball
- Baseball
- Tampa Bay Rays
- Tampa Bay Lightning

## UNIQUE FEATURES

### WKTK

- Wet Nose Wednesday
- WKTK: All Music Hour Sponsorships
- WKTK: Delilah
- Hurricane Watch

### WSKY

- What's Buggin' You
- Hurricane Watch
- Things That Make You Smile
- Trash Talkin' Tuesday

### WRUF-FM

- Bobby Bones 4 O'Clock Funny
- 20 Towns in 20 Days

### ESPN

- "Trending Now" Reports

## CAUSE MARKETING TIE-INS

- Festival of Trees/Flag Football Tournament-Children's Miracle Network
- Noche de Gala/UF Shands Children's Hospital
- Woofstock/Alachua County Humane Society
- Making Strides Against Breast Cancer Walk/American
- Cancer Society
- Moonlight and Martinis/Alachua County Elder Care
- Recycling Events/Marion County Waste Management
- Bikers on Parade/American Hometown Vets
- March of Dimes/March for Babies



Let's put the **power of Audacy**  
to work for your brand



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