

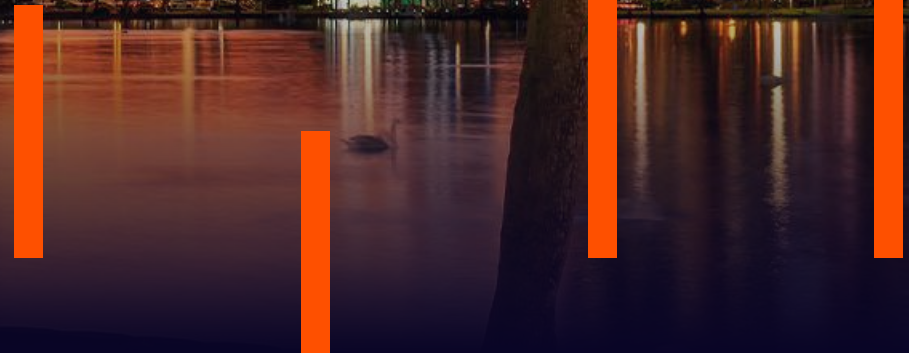


Audacy

Orlando

Central Florida's Live and Local Connection.

2026



Orlando

Three diverse radio brands that **consistently rank within the top 10** in nearly all major demos

On-Air talent providing an authentic connection with our audiences

Full-Service approach, providing a suite of agency-quality capabilities including research, content creation, creative ideas, digital assets, experiential marketing and more

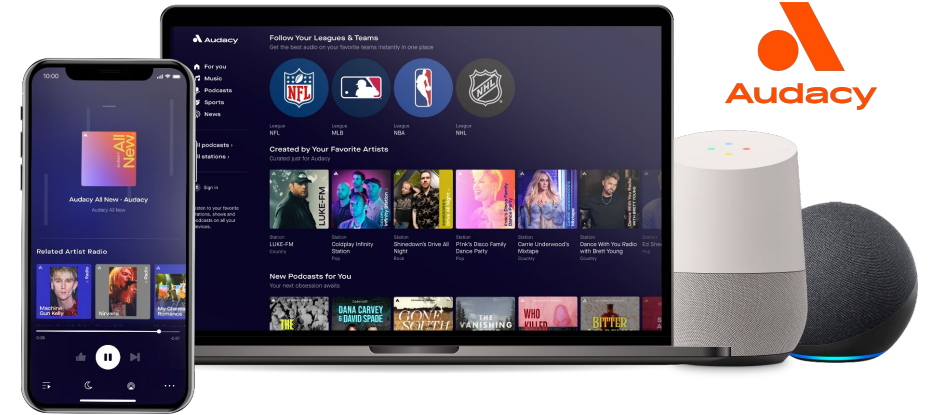
Going beyond advertising for our clients' success by creating experiences that connect with – and make a difference in – the lives of our listeners every day

Committed and accountable from Day 1 to our partnership and the flawless execution of your campaign

Connecting brands with audiences
in meaningful, engaging ways.



Audacy Orlando: A Total Audio Network



Audacy Streaming + Podcast Network

Orlando by the numbers

2M+

On-Air Radio Listeners
Reached Each Month

425K+

Monthly Streaming Hours of
Audacy Orlando Radio Brands

70K+

Social Followers of Audacy
Orlando Radio Brands

1MM+

Audacy Streaming +
Podcast Users Each Month

Mix 105.1 | Orlando's Best Variety for over 35 Years!



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMING HOURS (TLH)	SOCIAL FOLLOWERS	OPT-IN DATABASE
HOT AC	A25-54, W25-44	414,700	70,000+	48,000+	7,800+

CURATED CONTENT

- Helping Orlando get up & moving each morning, and throughout the day, with upbeat high-energy music & on-air personalities!
- Mix 105.1 is a brand-safe station that listeners trust & that mirrors Orlando's diversity
- **Mix 105.1 Artists Include:** Ariana Grande, Dua Lipa, Taylor Swift, Benson Boone, Olivia Rodrigo, NSYNC
- **Coverage Map:** [CLICK HERE](#)

ENGAGED AUDIENCE

- **Gender Composition:** 54% Female/46% Male
- **Reaching a Diverse Audience:** Hispanic: 39.5%, Black: 8.8%, Other: 51.7%
- **Home Ownership:** Mix 105.1 reaches over 200,000+ Homeowners
- **Education:** 2-in-3 listeners have attended college or grad school
- **Retail Spending Power:** Listeners spend over \$4-billion dollars a year in the Orlando Metro Area

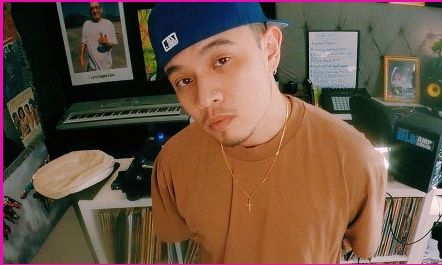
INFLUENTIAL VOICES



MIX MORNINGS WITH CJ & JENN
WEEKDAYS 6AM-10AM



JESS BONILLA
WEEKDAYS 10AM-2PM



KEVIN KON
WEEKDAYS 2PM-7PM

Engagement Through Connection, Passion, Experiences



RADIOTHON

Mix 105.1 Give Kids The World Radiothon is an annual live broadcast that has helped raise over \$1,000,000 for Central Florida non-profits and charities. We are proud partners of Give Kids The World Village for this amazing program!



LIVE FREE FOR A YEAR

In 2026, Mix 105.1 will hold its biggest promotion in recent years-with LIVE FREE FOR A YEAR awarded to one lucky listener. This campaign will be larger than life on the airwaves and culminate with an in-person contesting element at the participating apartment complex.

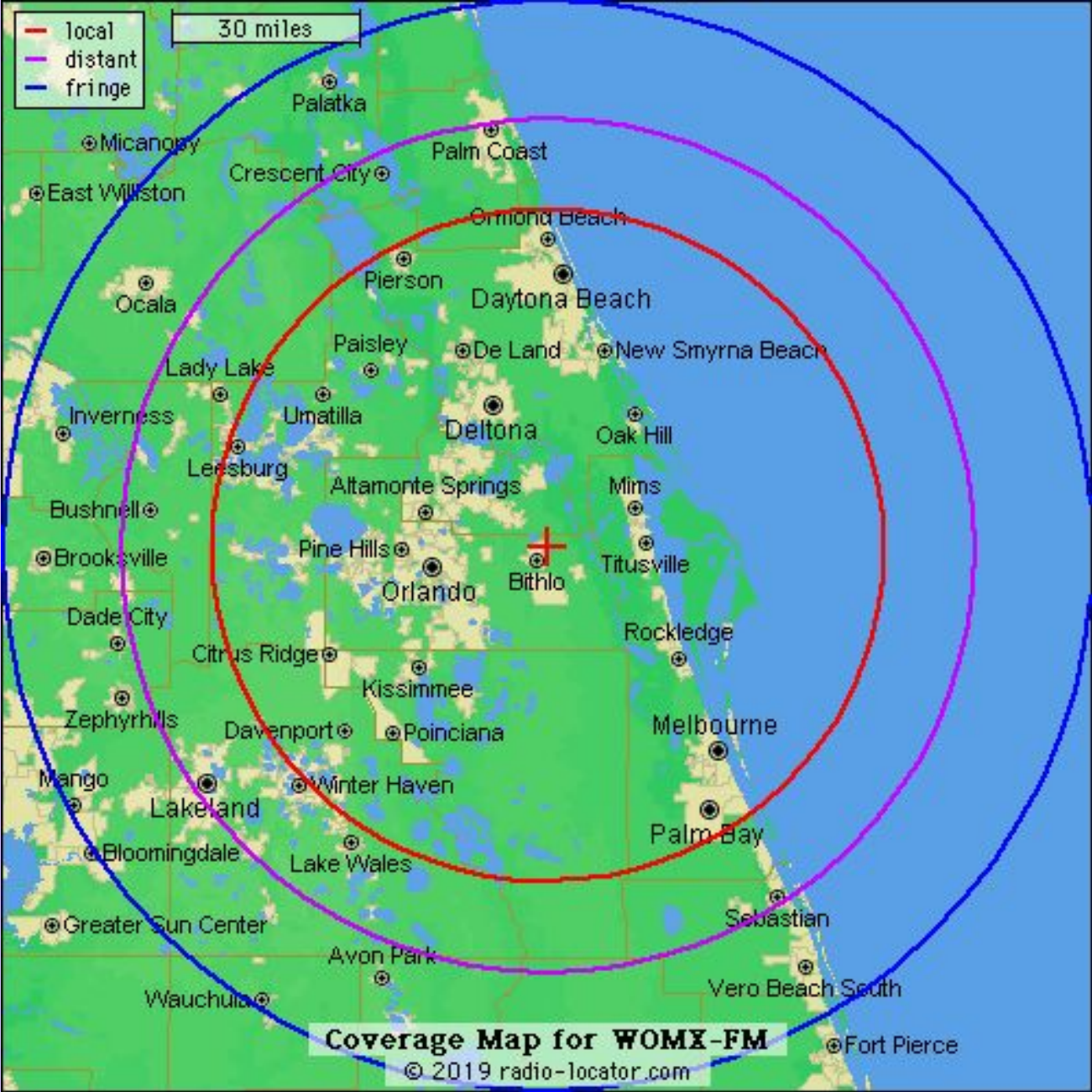


POP CULTURE WEEKENDS

Mix 105.1 will celebrate holiday weekends will offer speciality programming. These weekends are an affordable way for a partner to take ownership of a weekend of fun. Weekends include: Memorial Day, Fourth of July, Labor day, Halloween, Thanksgiving/Black Friday, Christmas Eve/Christmas Day, New Year's Eve/New Year's Day.

Coverage Map

mix105.1



102 JAMZ | Orlando's Home For Throwbacks



FORMAT

RHYTHMIC THROWBACKS

TARGET DEMO

A25-54; A35+

MONTHLY LISTENERS

358,100

MONTHLY STREAMING HOURS (TLH)

60,000+

SOCIAL FOLLOWERS

3,000+

102 JAMZ

- 102 JAMZ is part of Orlando's DNA & history! We were on-air from 1988 to 2014... and now we're back as Orlando's Home for Throwbacks!
- **Artists Include:** Pitbull, 2Pac, Beyonce, Eminem, Notorious B.I.G., Missy Elliot, Usher, Nelly & more!
- **Coverage Map:** [CLICK HERE](#)

BRAND MISSION & VALUES

- Orlando's Home for Throwbacks, built on the sounds & moments that continue to bring Orlando together!
- A brand that appeals to, and connects with, a diverse audience through local connection, entertainment and representation!
- We represent our community through the iconic brand & sounds they came up on!

AUDIENCE INSIGHTS:

- **Reaching a Diverse Audience:** Hispanic: 37.6%, Black: 26%, Other: 36.4%
- **Gender Composition:** 52% Female/48% Male
- **Retail Spending Power:** Listeners spend over \$3-billion dollars a year in the Orlando Metro Area
- **Listener Loyalty:** Nearly 100,000 listeners that have 102 JAMZ as their #1 preferred station



Sources: DOMO Stream/Social media and database; Nielsen Retail Spending Power, A18+; Nielsen Cume Audience (based on DMA estimate, FA24); Nielsen Composition Report & Ethnic Composition; Listener Loyalty Report (JAN25)

INFLUENTIAL VOICES



DJ D-STRONG
WEEKDAYS 2PM-7PM



RICKY PADILLA & DJ NASTY
WEEKDAYS 7PM-10PM



LIZZETTE PEREZ
WEEKDAYS 10AM-2PM

Engagement Through Connection, Passion, Experiences



BACK IN THE DAY BUFFET

102 JAMZ BACK IN THE DAY BUFFET is back in the mix! Classic tracks, the culture that shaped us, and the unforgettable moments that made us. Spinning tracks that defined our generation and the culture that shaped us in the 12p hour weekdays.



NONSTOP WEEKDAY JAMZ

JAMlando enjoys weekday NONSTOP JAMZ during one-hour music sets at 7am, 2pm and 8pm on 102 JAMZ.

When we move, they're moved, and just like that, this captive appointment listening audience will associate your brand with the emotional bond and memories drawn up by the music. You're sponsoring the uninterrupted soundtrack of their lives and that's the most powerful marketing connection you can make!



5 O'Clock Traffic Jam

Be part of the iconic return of the 5 O'Clock Traffic Jam on 102 JAMZ!

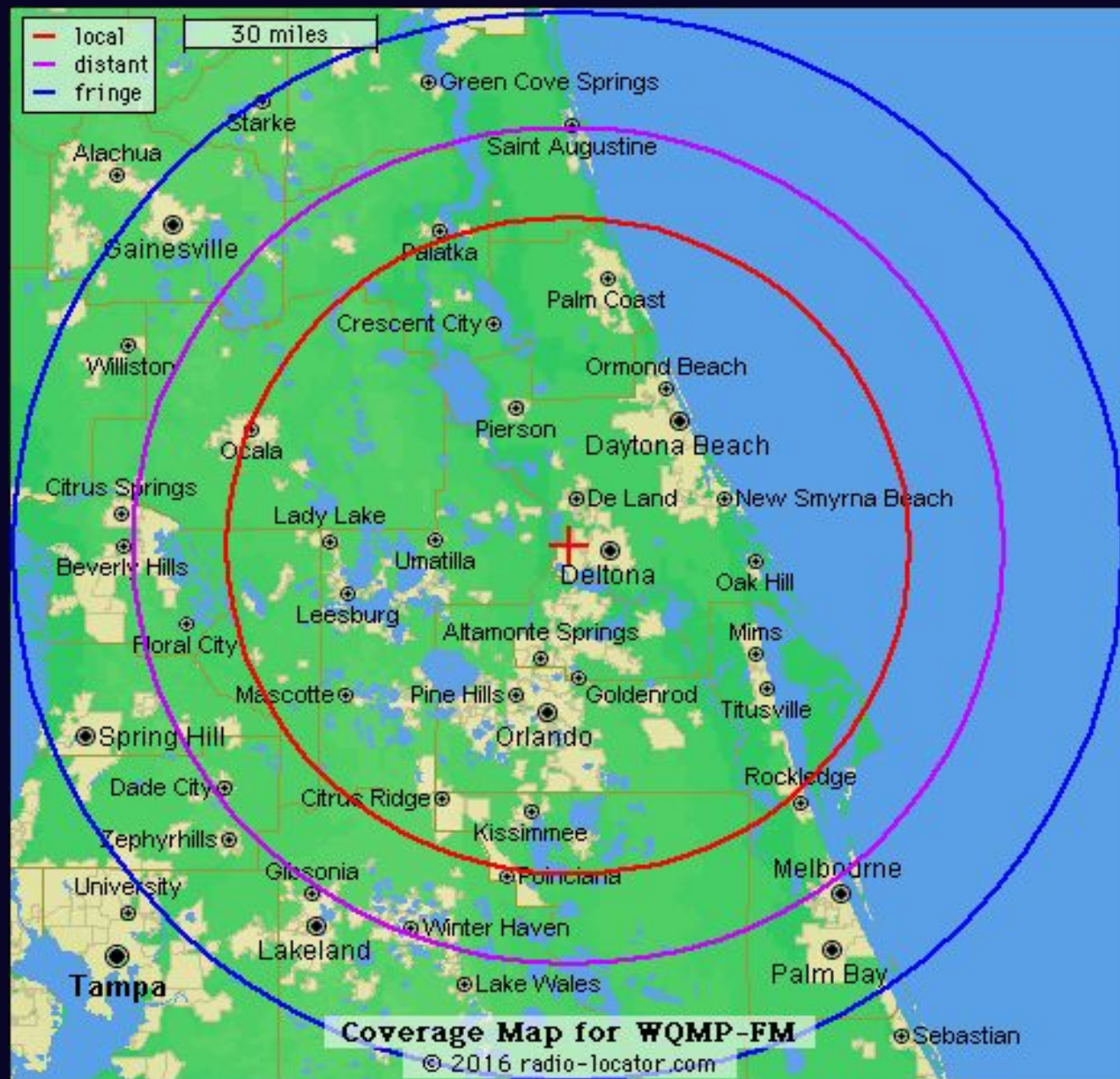
It's 55 minutes of timeless classics, mixed live! A perfect opportunity to connect with Orlando during their ride home!

102 JAMZ (101.9 FM)

Coverage Map



ORLANDO'S HOME
FOR THROWBACKS



1059 SUNNY FM | Orlando's Hottest Classic Hits!



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMING HOURS (TLH)	SOCIAL FOLLOWERS	OPT-IN DATABASE
CLASSIC HITS	A25-64	437,100	295,000+	25,000+	3,500+

CURATED CONTENT

- Orlando's home for music that is fun, timeless, nostalgic and resonates with all generations
- Powerful local on-air personalities that are fully supported and engaged by their passionate audience
- 2,000,000+ Downloads! The Rick Stacy Morning Show recently celebrated the 2-millionth download of their morning show podcast!
- 1059 SUNNY FM Artists Include: New Order, Duran Duran, A-Ha, Depeche Mode, Simple Minds, Modern English and More!

ENGAGED AUDIENCE

- Gender Composition: 49% Female/51% Male
- Reaching a Diverse Audience: Hispanic: 30.4%, Black: 5.5%, Other: 64.2%
- Home Ownership: 1059 SUNNY FM reaches over 300,000+ Homeowners
- Education: 2-in-3 listeners have attended college or grad school
- Retail Spending Power: Listeners spend over \$5-billion dollars a year in the Orlando Metro Area
- Results Driven: 1059 SUNNY FM is the leading station in the market for consistent direct response performance. This is attributed to the power and draw of the talent, as well as the passion and dedication the listeners have for the station

INFLUENTIAL VOICES



THE RICK STACY MORNING SHOW
WEEKDAYS 5AM-10AM



JAMES STEELE
WEEKDAYS 3PM-7PM



Sources: TRITON, WCM; DOMO Stream/Social media and database; Nielsen Retail Spending Power, A18+; Nielsen Cume Audience (FA24/DMA); Nielsen Composition Report & Ethnic Composition (JAN25)

Engagement Through Connection, Passion, Experiences



CRAZY TALK

The Rick Stacy Morning Show brings up current events, zany topics and discuss among themselves. What comes out is Crazy Talk! Listeners tune in weekdays to hear the morning show's spin on things as they laugh or get angry along with the show.



BEER BACON & BBQ FESTIVAL

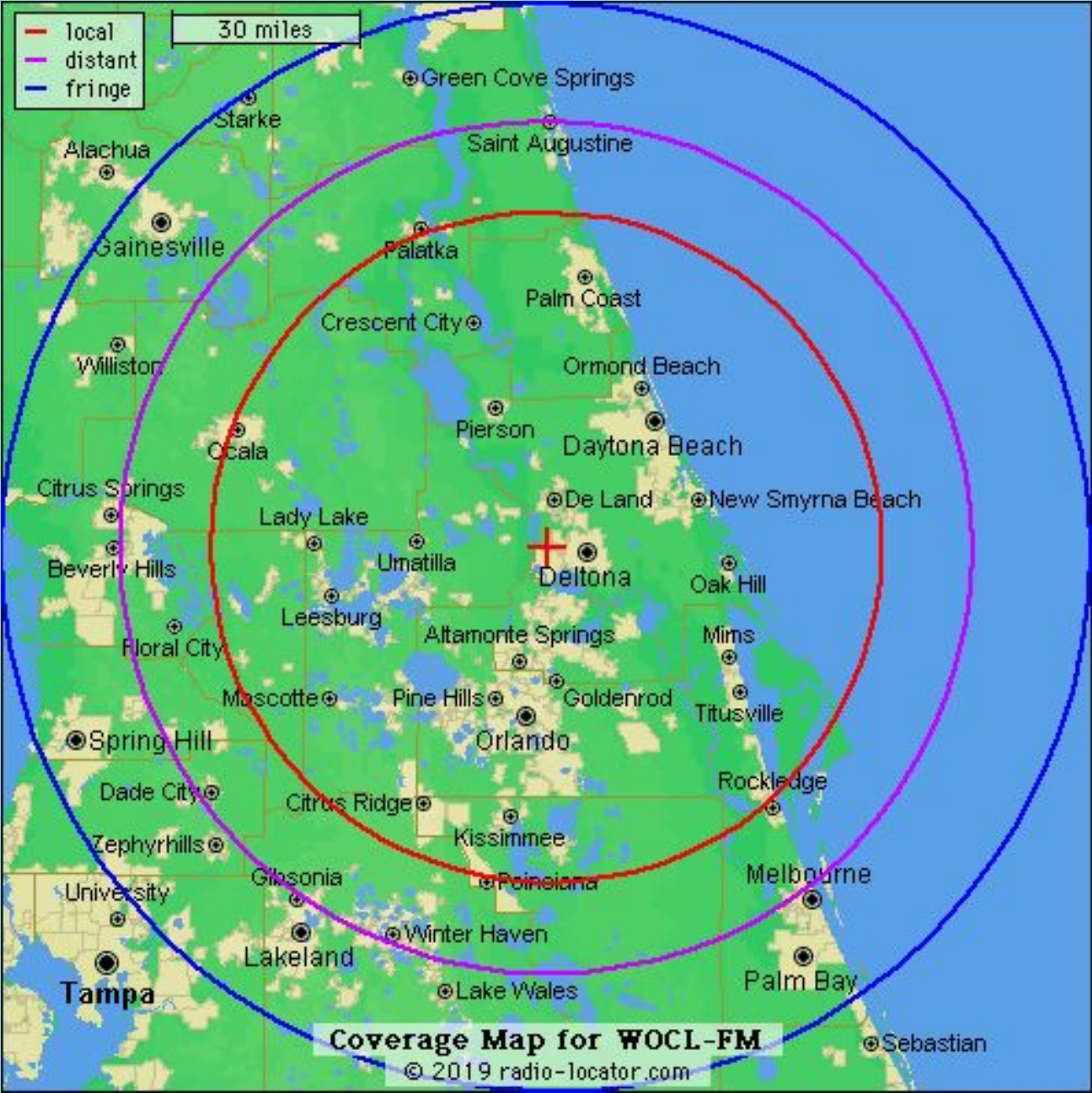
Dive into a flavor-packed experience with over 30 craft beers to sample and feast on mouthwatering bacon and BBQ creations from some of Central Florida's finest eateries. Whether you're a craft beer enthusiast or a BBQ aficionado, there's something for everyone.



THE RICK STACY MORNING SHOW PODCAST

Celebrating over 2,000,000 Downloads - you NEED to check out The Rick Stacy Morning Show Podcast! Never miss the Rick Stacy Morning Show again - covering topics ranging from crazy local and national news, politics, lifestyle and entertainment!

Coverage Map



Key Ownership Programs & Opportunities

EXPERIENCES + PROGRAMS

- Beer, Bacon & BBQ Festival
- Teacher Appreciation
- Veterans Day Parade
- Hurricane Preparedness Programs
- Liquid “May”-Hem

UNIQUE FEATURES

- 1059 SUNNY FM: Crazy Talk
- 1059 SUNNY FM: News or Not
- 102 JAMZ: 5 O’Clock Traffic Jam
- 102 JAMZ: Back In The Day Buffet
- Mix 105.1: What The Florida?
- Mix 105.1: Mix 105.1’s Ad Free

CAUSE MARKETING PROGRAMS

- Give Kids The World Radiothon
- Light The Town Pink
- Heart Health Month
- I’m Listening, Mental Health Awareness
- 1Thing, Sustainability
- Unleashed Pet Adoption
- Back to School Supply Drives





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



Audacy

Orlando

Central Florida's Live and Local Connection.

