

# RUMBA 106.5<sup>FM</sup>

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MÚSICA VARIADA



# The Basics

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Call Letters: WRUB-FM

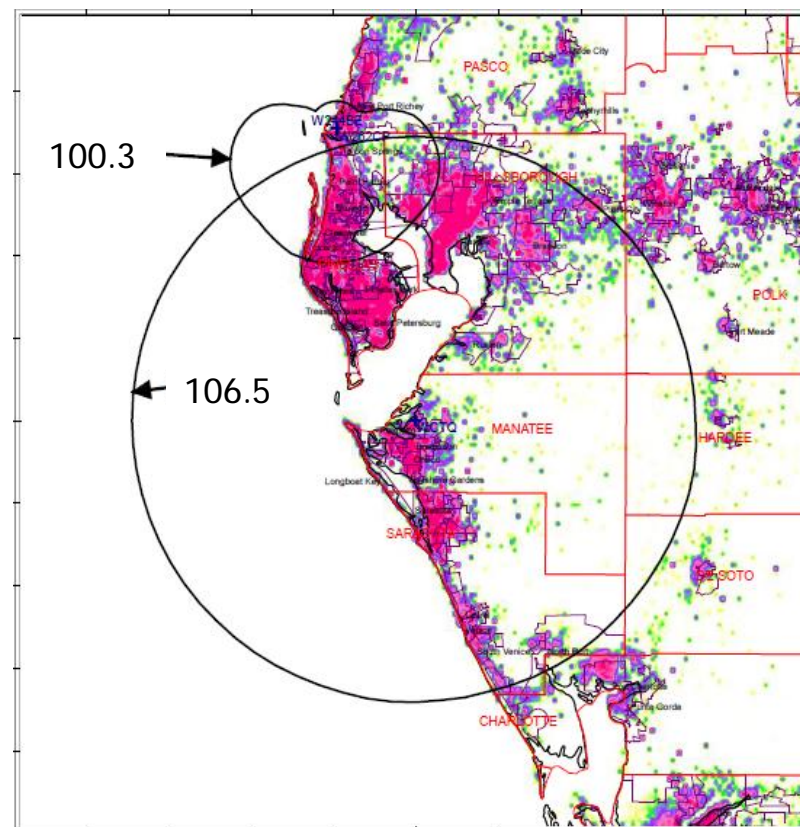
Dial Position: 106.5 FM / 100.3 FM

Format: Tropical – an energetic blend of salsa, merengue, bachata and reggaeton.

Website: [www.rumba1065.com](http://www.rumba1065.com)

Target Audience:  
Adults 25-54 & Adults 18-49

Coverage Includes:  
Hillsborough, Pinellas, Polk, Pasco, Manatee  
and Sarasota Counties.



Power: 13kW  
Tower Height: 178 meters



# Why Rumba?

- 1) **RUMBA** – is Tampa Bay’s newest Hispanic platform to reach the ever growing Hispanic community. We have the best Contemporary Spanish music, with a good mix of Tropical classics.
- 2) **RUMBA** is an established brand that originated back in 2005 in the Orlando market. Because of the popularity of the brand, the quality of the content, the proximity of our market and the considerable amount of Hispanic events in the Central Florida region, many Tampa Bay Hispanics are familiar with the Rumba brand.
- 3) **Compelling Personalities!** Rumba’s hot music and engaging personalities create the perfect combination of active listening (not background) to motivate consumers to become fans of our clients. Endorsement opportunities are available.



# Programming Line Up

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Times	Talent
M-F 6a-10a	Music in the Mornings
M-F 10a-2p	Angel Johnny
M-F 2p-7p	Music in the Afternoon
Mo-Fr 7p-12a	Gaby Calderon

# Angel Johnny

Monday-Friday: 10am-2pm



Angel Johnny started his broadcasting career in 1990. He has worked on stations like WXTO in Winter Garden, 11Q AM in Orlando, 1080 AM – La Grande and 1440 La Fantastica. He joined WRUM-FM in Orlando in 2005 to become part of the Rumba 100.3 on-air staff. He also voices commercials, produces spots and was the imaging voice of the station. In 2016 he joined the Rumba 106.5 staff to do Middays.

**FB: angeljohnny**

**Twitter: @angeljohnny**

# Gaby Calderon

**Monday-Friday: 7pm-Midnight**



Gaby Calderon is one of the most talented members of the Rumba staff. He hosts Evenings and Weekends plus he also works with Telemundo where he has done Sports, Weather and Entertainment segments. His career started back in 1995 as an intern for Mega FM in Puerto Rico. After getting some hands-on experience, he landed a spot on the DJ lineup. He moved to Orlando in 2006 and has been a very well known Hispanic public figure in Florida. He's the Tampa host of Boxeo Telemundo / All Star Boxing and has been the voice and play by play announcer of the Orlando Magic's Spanish broadcasts.

**FB: gabycalderon**  
**Twitter: @gabycalderon**



# Our music is Hot!

Rumba 106.5 FM Features a Unique Blend of the Hottest Latin Artists!

- Marc Anthony
- Wisin y Yandel
- Romeo
- Prince Royce
- Daddy Yankee
- Nicky Jam
- El Gran Combo
- Don Omar
- Victor Manuel
- Gilberto Santa Rosa





# Hispanic Growth in Florida

- « The Hispanic community has increased 60% from 2000 to 2012.
- « From 1990 to 2012, the Hispanic population in Florida increased from 1.5 million to 4.3 million.
- « Florida has 4.3 Million Hispanics and has the third largest Hispanic population in the U.S.

*-U.S. Census Bureau 2012*





# Hispanics in Tampa Bay

\* Hispanic Population: 486,700 / 16% of total population

\* The city of Tampa is 23% Hispanic. (2012 Census)

\* 20% of businesses are Hispanic owned. (2012 Census)

\* Household income: \$36,131

\* Median Age: 42

\* Hispanics start a family at a younger age and have larger families



# Percentage of Hispanics by County

« Hillsborough	27%
« Pinellas	9%
« Pasco	13%
« Manatee	16%
« Sarasota	9%

\*Hillsborough County has experienced 72% growth in Hispanic residents from 1990-2011...and growing!



# The Demographics

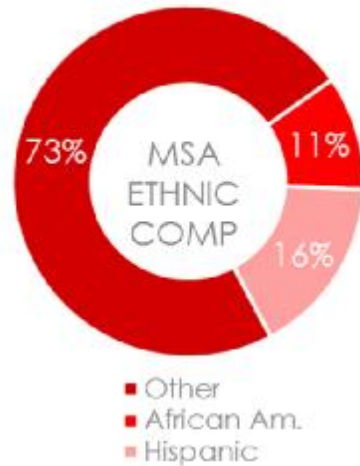
## Origin of Hispanics in Tampa Bay

Origin	Percentage
Puerto Rican	34%
Mexican	22%
Cuban	18%
Colombian	6%
Dominican	4%
Other	16%

-American Community Survey 2011

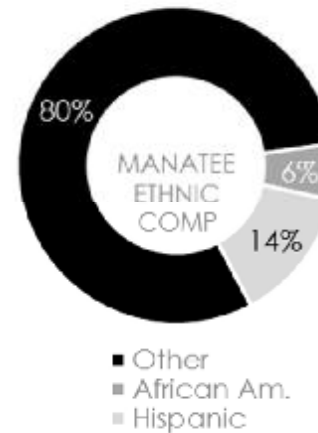
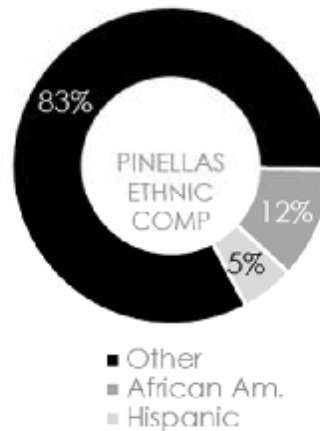
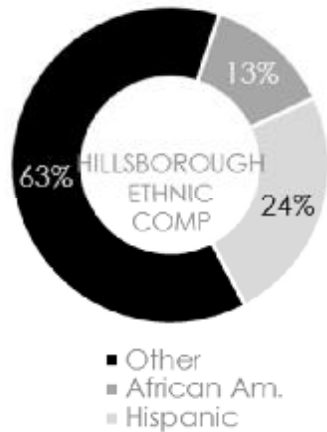
# Hispanic Consumers in the Tampa DMA...

There are **537,200** Hispanics in the Tampa DMA



16% of the total metro population is Hispanic

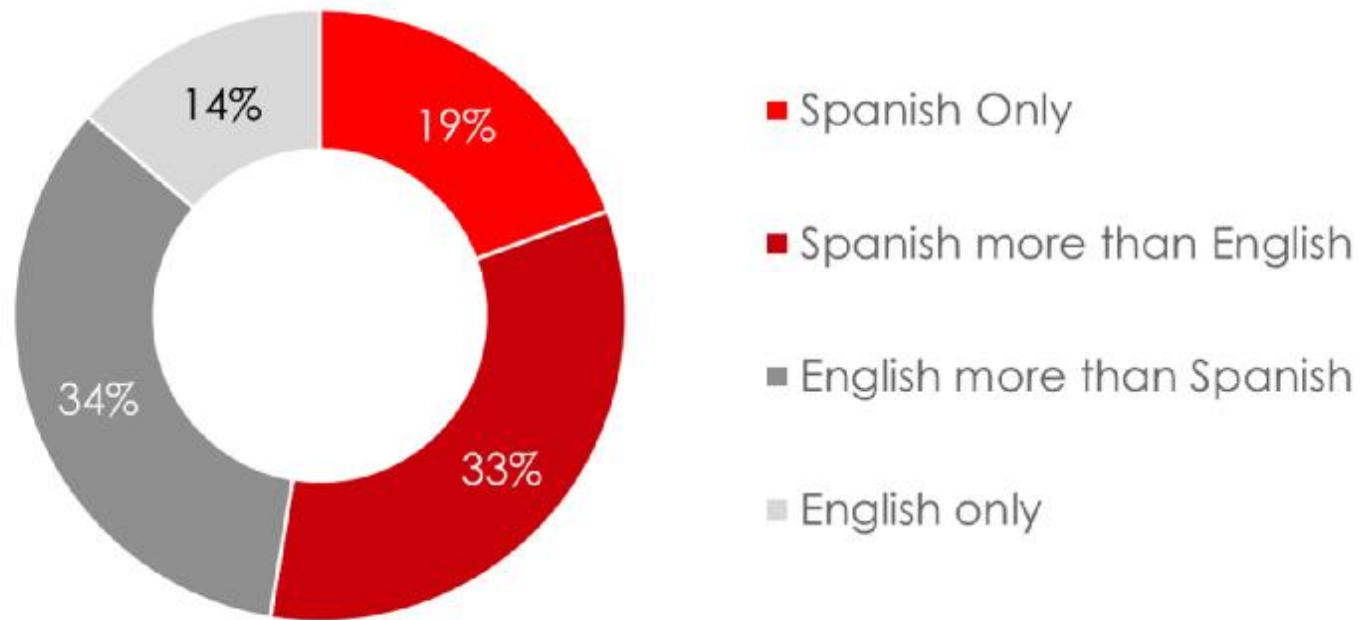
## Ethnic Composition of Hispanics who Live/Work in these Counties





## LANGUAGE PREFERENCES AMONG TAMPA HISPANICS

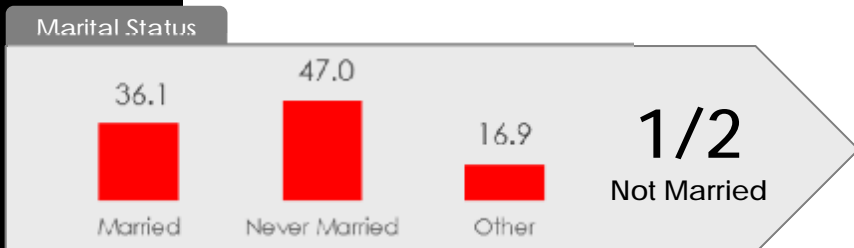
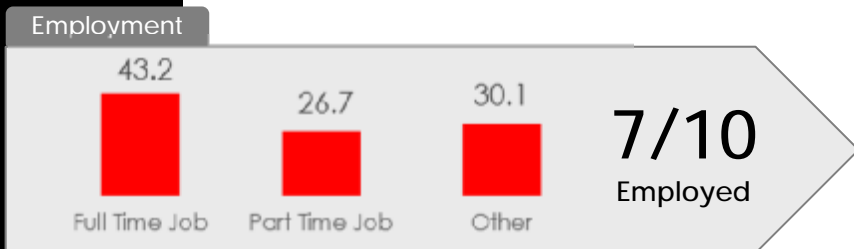
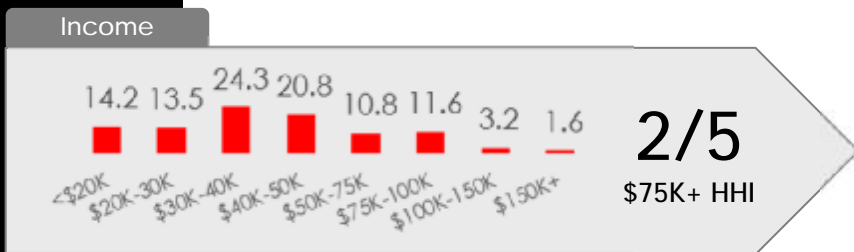
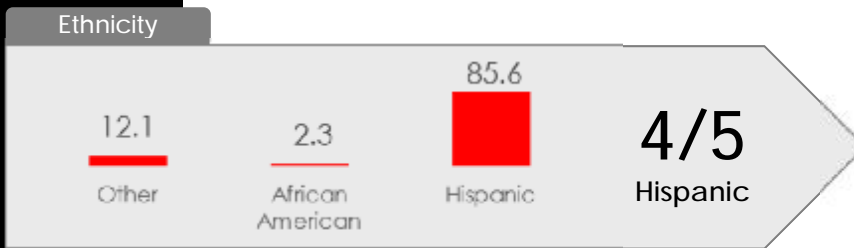
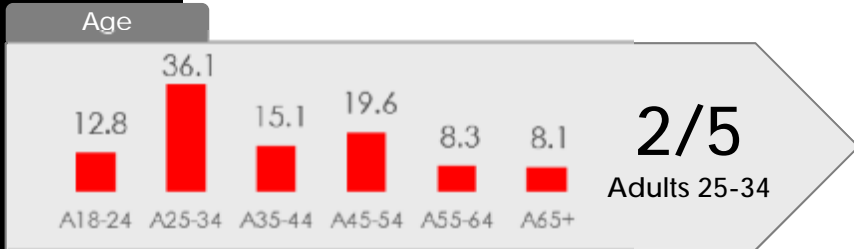
Primary Language Prefer to Speak



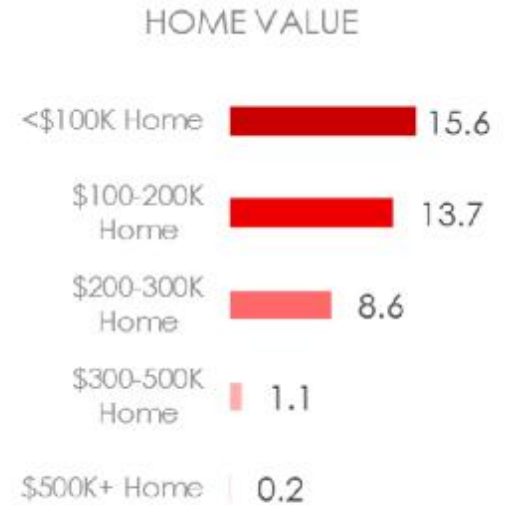
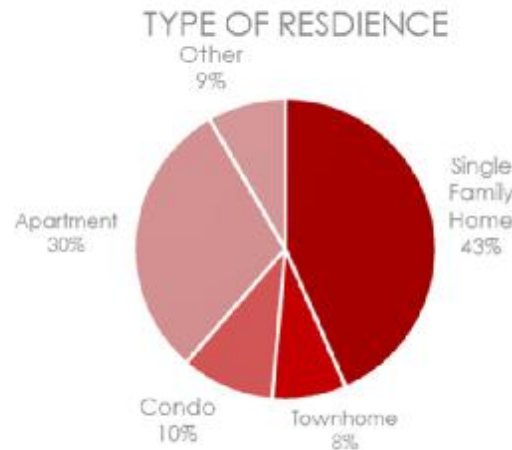
Over half of Tampa Hispanics prefer to speak Spanish...  
Connect with them on an emotional level by advertising on Rumba.

Source: Scarborough R2, 2015, A18+, Metro, Target Persons

1. Potential Spanish Tropical listener: Orlando metro resident who prefers Spanish Tropical Format

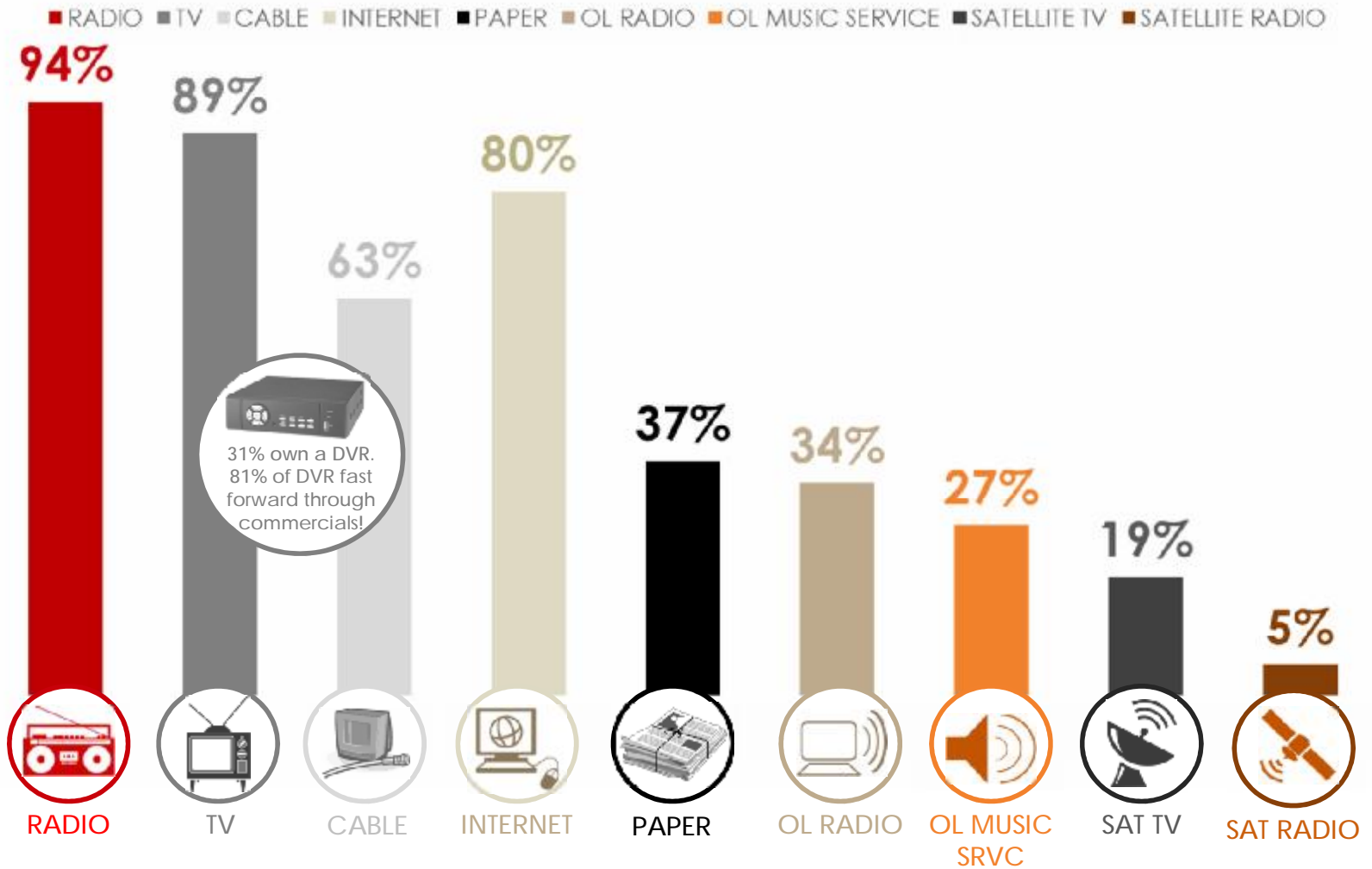


## What do Spanish Tropical listeners look like in neighboring Orlando?



- Nearly 40% of Spanish Tropical listeners are white collar workers and 55% have two or more people employed in HHLD.
- Nearly 40% are planning to buy or lease a new or used vehicle. They are 32% more likely than average metro residents.
- They are 35% more likely than average metro residents to buy furniture this year.
- They are 16% more likely to buy major appliances (yr)
- They are 56% more likely to change wireless/cell phone carrier (yr)
- More than 2 in 5 spend \$200+ on groceries weekly! They are 23% more likely than the metro average to be deep basket shoppers.
- When compared to the metro average, they are 31% more likely to be small business owners.

# MEDIA USAGE: TAMPA HISPANICS



Source: Scarborough R2, 2015, A18+, Metro, Target Persons

- Radio = M-Su 6a-12m
- Broadcast TV = M-Su 4a-2a, WFTS-ABC, WWSB-ABC2, WTSP-CBS, WFLA-NBC, WTVT-FOX, WTOG-CW, WVEA-Univision
- Cable: M-Su 4a-2a
- Internet = Spent any time online (wk)
- DVR: HHLI owns DVR. Fast Forward: Edison Research, Infinite Dial 2012

- Paper = Tampa Bay Times & Tampa Tribune, M-Su print & web usage (INA)
- OL Radio = Listen to radio online (mo) (Local or internet)
- OL Music Service = Listen to music service online (mo) (Last.fm, Pandora, Spotify, etc)
- Satellite TV: Own satellite TV subscription
- Satellite Radio: Own satellite radio subscription (SiriusXM)



The voice of the Hispanic Community in  
Tampa Bay!

Let us help you connect with Tampa  
Bay's Hispanic community!

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