

OFFICE: 850.267.3279 FAX: 850.231.1775 www.SEABREEZE.FM

seabreeze 106.3

S M O O T H ~ J A Z Z

MEDIA KIT

DEMOGRAPHICS

COOL, CONTEMPORARY, AND CONTAGIOUS REACH NEW CUSTOMERS WITH US

DEMOGRAPHICS

More than a music format, smooth jazz is a lifestyle that appeals to a sophisticated audience that enjoys the finer things in life. In the United States and Europe, Smooth jazz has been among the fastest growing radio formats of the last decade. In most markets, smooth jazz stations achieve impressive ratings and rank among the top five in the demographic of adults 25-54. The psychographics and demographics of the smooth jazz listener confirm an active, loyal and passionate audience.

70% of the smooth jazz audience is likely to earn more than \$75,000 annually and 44% are more likely to have a college education.

WSBZ Radio is truly niche marketing...on radio. Since our format is targeted at such a specific demographic, we call what we do "narrowcasting" instead of "broadcasting".

NO SCREAMING CAR DEALER ADS

WSBZ--The Seabreeze creates the perfect advertising environment for your sales message....with no loud screaming car dealer ads, no obnoxious DJ chatter, and nothing that will insult the audience's intelligence.

Our local advertisers represent "The Best of the Best" in all retail categories ...and our production quality and attention to appealing to an upscale audience in copy presentation and production elements ensures that listeners won't hit the scan button with a commercial break hits the air.

On The Seabreeze, your advertising image is enhanced by the company you keep. This is an element that listeners DO notice and respond to.

BUYING POWER WSBZ--The Seabreeze delivers a intensely- focused, highly sought after audience. In fact, the Smooth Jazz demographic is the listener group with the MOST DISCRETIONARY INCOME. Our listener is 30 to 54 years old (median age of 41), professional, college-educated, and earning \$100,000+ per year.

Advertisers agree... these listeners are the "Best of the Best"---with the money power to spend. The WSBZ at-work audience is also made up of educated, affluent professionals... along with the ever- growing upscale "Destin/Ft. Walton Beach Visitor" from markets such as Atlanta, Birmingham, and Dallas.

SOPHISTICATION Smooth Jazz is the coolest, most sophisticated sound on the local dial--attracting the tastes of the more demanding visitors to the area. In fact, Smooth Jazz is already a highly successful format in most major cities in America....and many visitors from cities such as Atlanta and Dallas already are familiar with our unique, yet stress-free format. The format is cool, contemporary, and contagious!

FOR YOUR BUSINESS...

IMAGE ADVERTISING IS THE KEY TO REACHING THIS IMPORTANT "UNTAPPED" AUDIENCE Seabreeze Radio works the best when used as a strategic imaging tool. The smooth jazz demographic is different than any other radio audience. Remember... these are untapped and unduplicated listeners from most any of the other local radio stations. Here's what will work and what won't work:

SEABREEZE RADIO'S KEY ELEMENTS FOR SUCCESS:

****NO DJ ENDORSEMENTS --**

The smooth jazz audience really doesn't respond to DJ endorsements. While Seabreeze has local announcers.... the MUSIC is the focus...and not the image of the DJ. Listeners come to Seabreeze for an "escape" from all the hype and over-commercialization of traditional commercial radio. To reach them effectively... you must work within the environment they are listening for—and not create an opposite one.

****SELL BY THE COMPANY YOU KEEP --**

Smooth jazz is not just a format... it's A LIFESTYLE. Fine restaurants, exquisite jewelry, expensive foreign cars, and other advertising categories denote the type of lifestyle our listeners enjoy. To best reach and appeal to this audience... we need to show how YOUR BUSINESS can create LIKE BENEFITS to enhance this lifestyle.

IT'S ALL ABOUT LIFESTYLE! **REACH THE UPSCALE LISTENERS BY IMAGING

AROUND HIGH PROFILE SMOOTH JAZZ EVENTS--

We have learned over the past 14 years with Seabreeze that SMOOTH JAZZ EVENTS are the best way to promote the format and appeal directly to this audience. The 2013 Seabreeze Jazz Festival will mark the 15th anniversary of the event named "Top 10 Jazz Festival" by JazzIZ Magazine and attracting over 25,000 fans for a weekend of smooth jazz. The 2012 event generated over \$14 million in economic impact to Northwest Florida.

You could be a sponsor of our next smooth jazz event and take advantage of this affluent market.

****CONSISTANCY IS THE KEY!**

LONG-TERM BENEFITS CANNOT BE DELIVERED ON SHORT-TERM EXPOSURE.

The majority of our advertisers stay with the format for a minimum of three months. Many have annual contracts and run commercials each and every month with our station with over 70% of our advertising base being long-term. If it works for them...it can work for your business.

**WSBZ Radio – The Seabreeze
More than just a format... it's a lifestyle!**

Source: Arbitron Edison, Nielsen/Netratings, Interep and WashingtonPost.com

the smooth jazz tunes you love!



GO HERE > **Seabreeze.fm**

ALL OF YOUR FAVORITES ONLINE... ANYTIME.

It's easy... just grab your favorite smart device, phone, ipad, laptop, desktop computer or whatever you use to get online. Go to seabreeze.fm and choose to listen there or through Facebook while connecting with freinds. "Like" us there too and be kept up-to-date on this year's jazz festival. Hear "106.3 The Seabreeze" radio station wherever and whenever you desire.

STREAMING

Seabreeze 106.3 is the exclusive smooth jazz radio station on the Gulf Coast... making the programming highly sought-out from listeners all over the country.

On-line listeners
over **6000** a week.

106.3
The Seabreeze
smooth jazz - seabreeze.fm



SCHEDULING

MONDAY-FRIDAY

6am-10am Wake up with Diana Rose
10am-3pm Middays with Miranda Wilson
3pm-7pm The Smooth Ride Home with Mel Devonne
7pm-10pm Smooth Jazz After Dark with David Washington
10pm-11pm The Listening Loft with David Washington
(Full-length CD in its entirety)
11pm-Mid Smooth Jazz After Dark Nightcap with David Washington
Midnight-5am The Nightbreeze (Smooth Jazz in the Night)

SATURDAY

6am-8am Smooth Jazz Top 20 Countdown with Allen Kepler
8am-10am The Dave Koz Radio Show
10am-3pm Weekends with Becky Taylor
3pm-7pm Smooth Jazz with Mark Edwards
7pm-Mid Chill with Mindi Abair

SUNDAY

12mid-2am Smooth Jazz Top 20 Countdown with Allen Kepler
2am-4am Dave Koz Radio Show
4am-6am The Nighbreeze
6am-6:30am Radio Health Journal
6:30am-10am Sunday Morning Soundscapes
10am-12noon Contemporary Jazz with Kenny G
12noon-4pm Weekends with Becky Taylor
4pm-7pm Smooth Jazz with Mark Edwards
7pm-mid Jazz Trax with Art Good

*20 Song Music Marathons (90 minutes of commercial-free smooth jazz) weekdays at 8am, 12noon, and 4pm. Weekends at Noon and 4pm

RATE CARD

PER SPOT

	60 seconds	30 seconds
6am-10am.....	\$15	\$11
10am-3pm	\$14	\$10
3pm-7pm	\$15	\$11
7pm-Midnight.....	\$12	\$8
Weekend Rotator	\$14	\$10
6am-7pm Rotator	\$14	\$10
6am-Mid Rotator	\$13	\$9
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NEWS SPONSORSHIPS at 6:15am, 6:45am, 7:15am, 7:45am, and 9:25am
are \$16 each available Monday-Friday and include a :60 second spot

WEATHER SPONSORSHIPS are available throughout the day and are
\$10 each (15 seconds of copy)

Seabreeze WEEKDAY Package

Enjoy a weekday schedule with bonus weekends!

*THIRTEEN WEEK SCHEDULE

Monday / Wednesday / Friday 6am-10am Morning Drive
1 commercial per day (3 per week)

Tuesday / Thursday 6-10am Morning Drive
2 commercials per day (4 per week)

Monday / Wednesday / Friday 10am-3pm Midday
2 commercials per day (6 per week)

Tuesday / Thursday 10am-3pm Midday
1 commercial per day (2 per week)

Monday / Wednesday / Friday 3pm-8pm Afternoon Drive
1 commercial per day (3 per week)

Tuesday / Thursday 3pm-8pm Afternoon Drive
2 commercials per day (4 per week)

Bonus

Saturday 6am-10pm 3 commercials

Sunday 6am-10pm 3 commercials

TOTAL COMMERCIALS PER WEEK = 28

TOTAL PER MONTH = 112

TOTAL INVESTMENT PER MONTH=

30 second commercials = \$950

60 second commercials = \$1200

all rates are net

Seabreeze WEEKEND Sensation Package

Reach them effectively with this exclusive

WEEKENDS ONLY PACKAGE WITH HIGH PROFILE AND HEAVY IMPACT!

*THREE MONTH SCHEDULE

Friday 3pm-7pm Afternoon Drive

4 commercials per day (4 per week)

Saturday 6am-7pm Weekend Smooth Jazz

10 commercials per day (10 per week)

Sunday 6am-7pm Weekend Smooth Jazz

8 commercials per day (8 per week)

BONUS

Friday 7pm-Midnight Evening Smooth Jazz

3 commercials per day (3 per week)

Saturday 7pm-Midnight Evening Smooth Jazz

3 commercials per day (3 per week)

Sunday 7pm-Midnight Evening Smooth Jazz

3 commercials per day (3 per week)

TOTAL COMMERCIALS PER WEEK = 31

TOTAL PER MONTH = 124

TOTAL INVESTMENT =

30 second commercials = \$950

60 second commercials = \$1200

all rates are net

TICKETS & LINEUP ONLINE NOW AT
SEABREEZEJAZZFESTIVAL PIER PARK

CELEBRATING OUR 15TH YEAR - 2013
 April 17th-21st at Pier Park
 PANAMA CITY BEACH - FLORIDA
 • CLICK HERE FOR TICKETS •

MATT MARSHAK SHILTS
 JEFF LORBER CHRIS GEITH
 MINDI ABAR ERIC DARIUS
 URBAN JAZZ COALITION
 MAYSA JEFF GOLUB **DAVE KOZ**
 BRIAN SIMPSON FOUR 80 EAST

106.3 **The Seabreeze**
 smooth jazz - seabreeze.fm

TROMBONE SHORTY

SEABREEZEJAZZFESTIVAL
 CELEBRATING OUR 15TH YEAR - 2013
 April 17th-21st at Pier Park
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 • CLICK HERE FOR TICKETS •

DAVE KOZ

www.DaveKoz.com

In a career that spans twenty years and a dozen albums, saxophonist Dave Koz has established himself as one of the most prominent figures in contemporary music. But as noteworthy as his body of recorded work and as entertaining his live performances and other past accomplishments might be, Koz finds himself in an era of dramatic and sweeping change where everything once taken for granted is suddenly up for grabs. For Koz - and for all of us in this new century - it's a new day, full of new challenges and opportunities, and new rules that are still being written.

visit www.Seabreeze.fm online to listen to smooth jazz... Seabreeze Jazz Festival 2012



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SEABREEZEJAZZFESTIVAL
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APRIL 18-22 AT PIER PARK
2012

HOT SAVINGS ON COOL JAZZ!
SEABREEZEJAZZFESTIVAL GO2JAZZ SPECIAL

SEABREEZE 106.3 1306 BAY DRIVE, SANTA ROSA BEACH, FL 32459
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