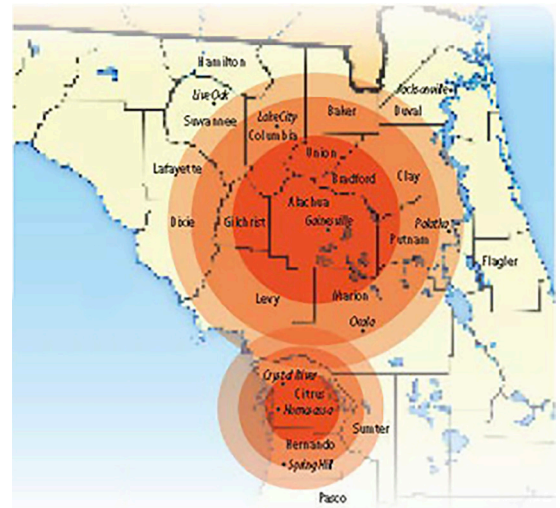


ABOUT WUFT-FM/NPR 89.1 & WJUF-FM/NPR 90.1 HD 1

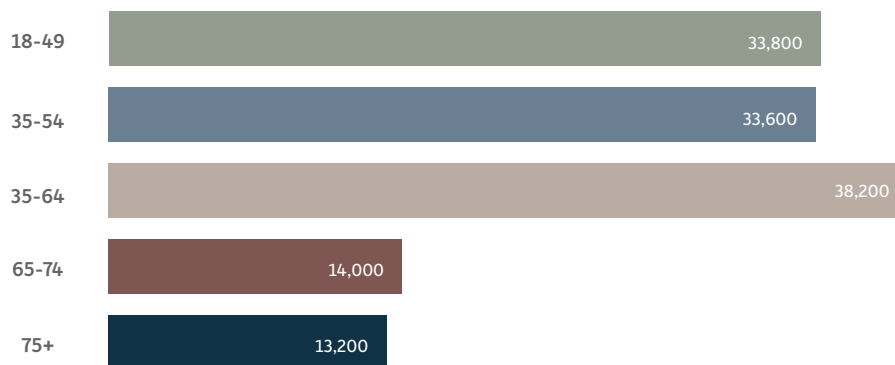
Operating out of the University of Florida, WUFT-FM is home to award-winning news and public affairs programming delivered to 19 counties in North and Central Florida 24 hours a day. WUFT and NPR reach listeners distinguished by their high levels of education, professional success and commitment to their communities.



AUDIENCE

INFLUENTIAL	AFFLUENT	EDUCATED	INVOLVED	PROFESSIONAL
132% more likely to have held or ran for political office	107% more likely to have a household income of \$150K+	400% more likely to have a Doctorate Degree	Impact business and home-based decisions - 150% more likely to be Professional, Managerial, or Self Employed	105% more likely to be involved in a charitable organization

AGE



Source: Neilsen Company 2019

WUFT-FM/NPR 89.1 & WJUF-FM/NPR 90.1 HD 1

MORNING EDITION: Morning drive-time, headline news and the day's stories

NEWS/TALK: News, current affairs, economics, arts and literature, Florida RoundUp, Animal Airwaves and Science Friday

ALL THINGS CONSIDERED: News, current affairs, economics, arts and literature, Florida RoundUp, Animal Airwaves and Science Friday

WEEKEND: Weekend Latino news block and talk, Weekend Edition news & talk, Car Talk, Wait, Wait....Don't Tell Me, Ask Me Another, Ted Radio Hour, Planet Money, How I Built This, Hidden Brain and more.

PER SPOT RATES

M-F 6AM - 10AM MORNING EDITION	\$60 \$40
M-F 10AM - 4PM NEWS/TALK	\$40 \$25
M-F 4PM - 7PM ALL THINGS CONSIDERED	\$50 \$35
SA/SUN 6AM - 9PM	\$20 \$10