



## smooth jazz provides focused customers

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 \$75,000+ 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!**

Out of Market Listers too... The Seabreeze is also available anytime online through [wsbz.com](http://wsbz.com)

Call **Mark Carter 267.3279** for more information to get your company or product in front of your customers. Email us at [seabreezeradio@yahoo.com](mailto:seabreezeradio@yahoo.com) for our media kit.

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