

WE ARE LOCAL MEDIA.

North Central Florida Media gives businesses the ability to merge on-air, online, on-site and digital connections with exclusive access to interact with *our audience*.

352
today

Wind-FM
92.5 Gainesville 95.5 Ocala

KCountry
93.7

THE Outlaw
93.7 HD2
LEGENDS AND YOUNG GUNS

Best
OF THE
352
NORTH CENTRAL FLORIDA MEDIA

ON-AIR
ONLINE
ON-SITE

1901 EAST FORT KING STREET, OCALA, FL 34471

NCFM

BY THE NUMBERS

NCFM is home to 93.7 K-Country, 92.5/95.5 Wind-FM, and 352today.com. We provide compelling consumer-driven platforms to entertain and inform our robust databases of loyal listeners through exclusive local programming, trusted news coverage, and event production. It's all about customization, integration, and activation.

73k+

EMAIL SUBSCRIBERS

87k+

SOCIAL FOLLOWERS

153k

WEEKLY LISTENERS*

32 million

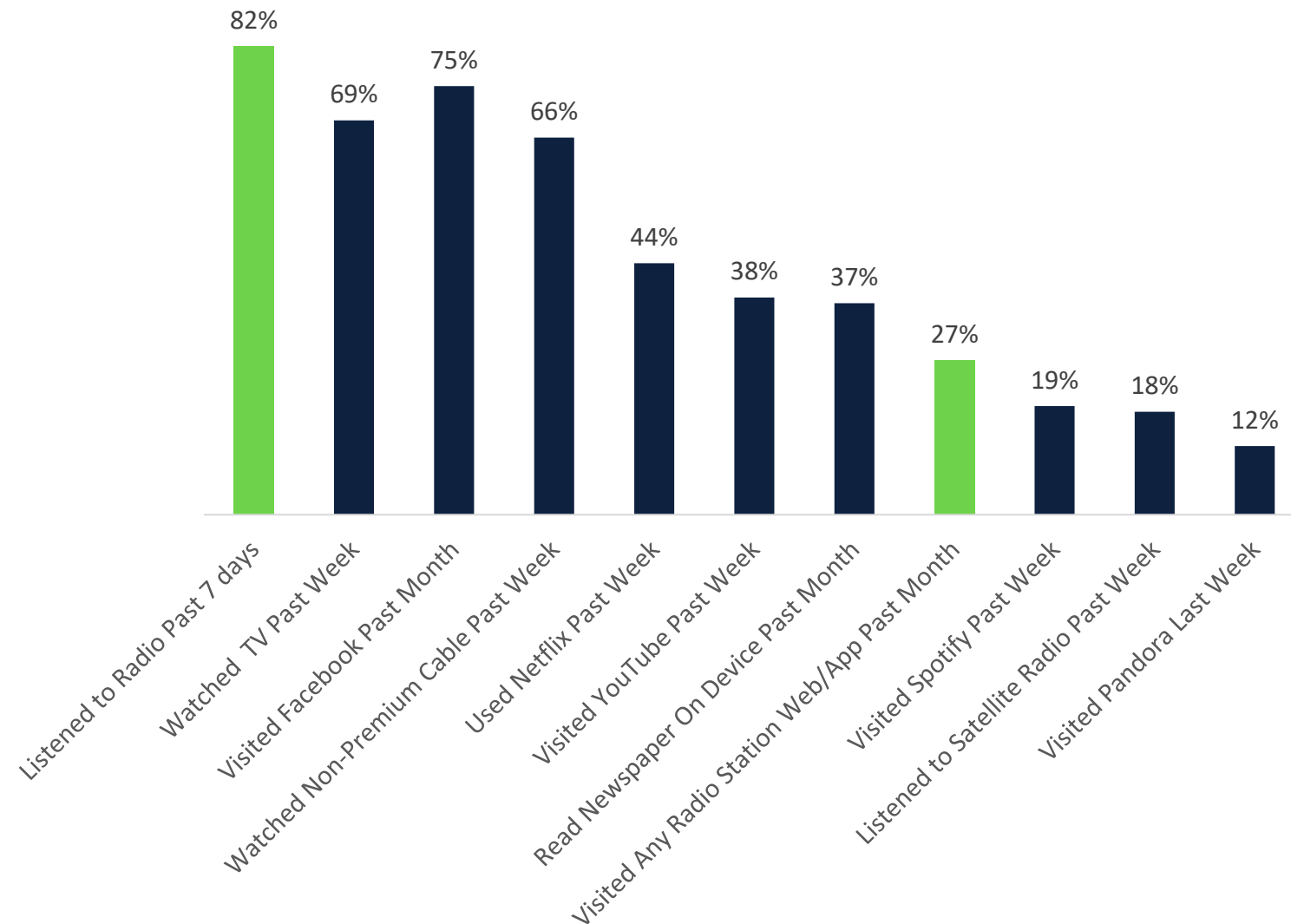
IMPRESSIONS STREAMED IN '23

*Source: Fall 2023 Nielsen Persons 12+

Data sourced January 2024

WHY RADIO

AM/FM radio boasts the highest mass reach in all traditional media across all age groups – *and all media in general.*



564
MINUTES PER WEEK
that 18–34-year-olds
spend with radio

75%
OF LISTENING
attributed
to AM/FM radio

15%
GROWTH
of radio station
streaming

78%
OF LISTENERS
trust on-air personalities
like a friend
*That's why personality
endorsements work!*

SEAMLESS INTEGRATION

We don't just run ads; we craft a harmonious campaign to run across radio waves, online platforms, and on-site events. We use our multi-channel capabilities to shape narratives that connect with audiences whether they're tuning in, scrolling through screens, or attending live experiences. With a strategic fusion of radio, digital prowess, and market-dominating events, we ignite brand reach to get results.



On-Air Radio Commercials

Custom commercials to tell your brand story include :10, :15, :30, and :60 seconds.



Show Sponsorships

On-air show sponsorships allow you to engage with passionate micro audiences on each station.



Dashboard Messages

Enhance brand recognition and call to action by having your message display on car dashboards during your commercial.



NCFM Events

We're live, local, and on the frontlines of community events. Tie into the DNA of our community with event displays and sponsorships.



Station Streaming

Maximize your on-air message and reach our entire audience via their mobile device, smart speaker, or computer.



Endorsements

Listeners love our DJ's- some who have been on-air with us for 30 years! Build consumer confidence through their endorsements!



Station Streaming Sponsor

Premium on-air and online integration for your brand allowing our audience to listen to the station on their favorite smart speaker.

DIGITAL CAPABILITIES

Integrated campaigns generate clicks, calls, and searches, channeling a custom audience to convert into valuable leads and sales. The synergy between radio and digital marketing collaboratively introduces your brand to new audiences, solidifies your market presence with existing customers, and guides consumer journey seamlessly to the point of purchase.



Pay Per Click (PPC)

A quick way to bring qualified leads and potential customers to your site via the 1st page of Google. Also called Search Engine Marketing (SEM).



SEO Marketing Web Building

A comprehensive approach to optimizing web presence for organic search and making it easier for Google and the customer to find your brand.



Display Advertising

Use targeted and creative display ads to increase brand awareness and messaging through Geofencing, Site Retargeting, Weather Trigger and more.



Video Advertising

Bypass cable and broadcasting. Connect to your targeted streaming audience wherever they're consuming video.



Live Chat Services

Improve the support experience for your customers and increase lead acquisition.



Audio

Catch your target audience wherever they're listening with services like Pandora, TuneIn, Soundcloud, Spotify and more.



Email Marketing

Hyper-target your audience and increase brand loyalty by quickly delivering your message.



93.7 K-COUNTRY IS NORTH CENTRAL FLORIDA'S DOMINANT RADIO STATION, DELIVERING STRONG RESULTS AND ROI.

North Central Florida's largest coverage area, powered by 100,000 watts of power and covering 14 counties.

29 years of dominance, with Live and Local on-air celebrities engaged with their loyal audiences.

K-Country is community focused, supporting charities and raising money for causes.

CALL LETTERS	WOGK-FM
FORMAT	Country
DIAL POSITION	93.7
BRAND	93.7 K-Country
SLOGAN	Today's Best Country... You Live It... We Play It!
DEMO	Adults 25-54
WEBSITE	937kcuntry.com

THE LINEUP

Mr. Bob Morning Show
with Kathy Dugan
M-F 5:30A-10A

Lewis Stokes
M-F 10A-3P

Big Red
M-F 3P-7P

Rachel
M-F 7P-MID

GET SOCIAL

Instagram

[@937kcuntry](https://www.instagram.com/937kcuntry)

Facebook

[@937kcuntry](https://www.facebook.com/937kcuntry)

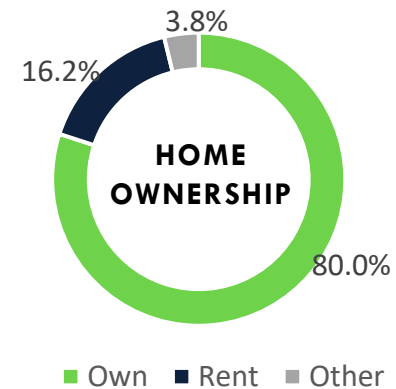
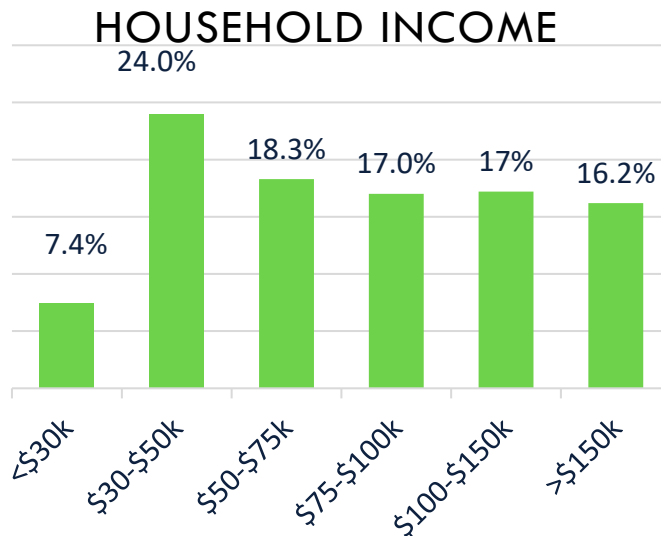
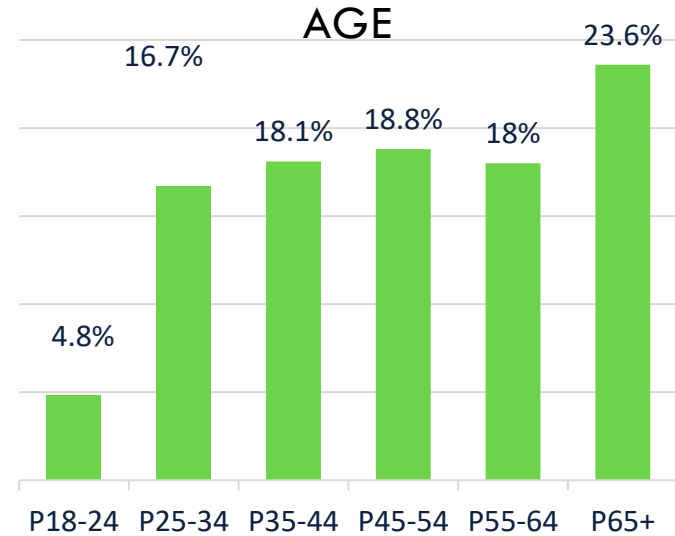
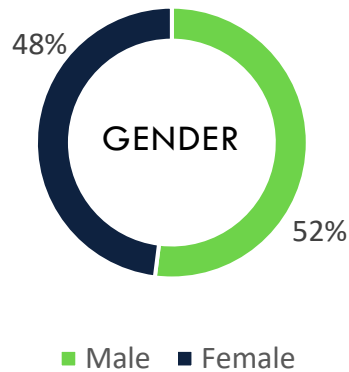
Website

937kcuntry.com





ON-AIR AUDIENCE





WIND-FM IS NORTH CENTRAL FLORIDA'S EXCLUSIVE ROCK STATION WITH ACTIVE, AFFLUENT ADULT LISTENERS.

Three FM signals tri-mulcast for complete coverage of Ocala, Gainesville and the surrounding communities.

For 26 years we have been playing Iconic Rock featuring live and local on-air personalities!

Wind-FM is very active in the community supporting many causes and charities.

CALL LETTERS

WYND-FM/WNDD/WNDN

FORMAT

Iconic Rock

DIAL POSITION

92.5, 95.5, 107.9

BRAND

Wind-FM

SLOGAN

North Central Florida's
Iconic Rock!

DEMO

Men 35-64

WEBSITE

WindFM.com

THE LINEUP

Hunter & Dupree
Morning Show

M-F 5A-10A

Scott Chase

M-F 10A-2P

Chris DeCarlo

M-F 2P-7P

GET SOCIAL

Instagram

[@windfmradio](https://www.instagram.com/windfmradio)

Facebook

[@windfm](https://www.facebook.com/windfm)

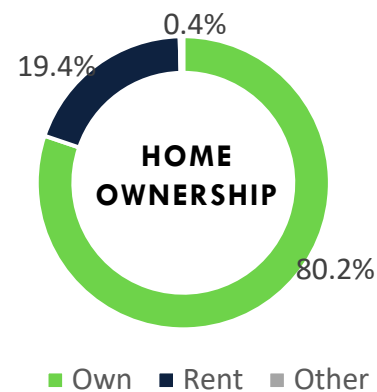
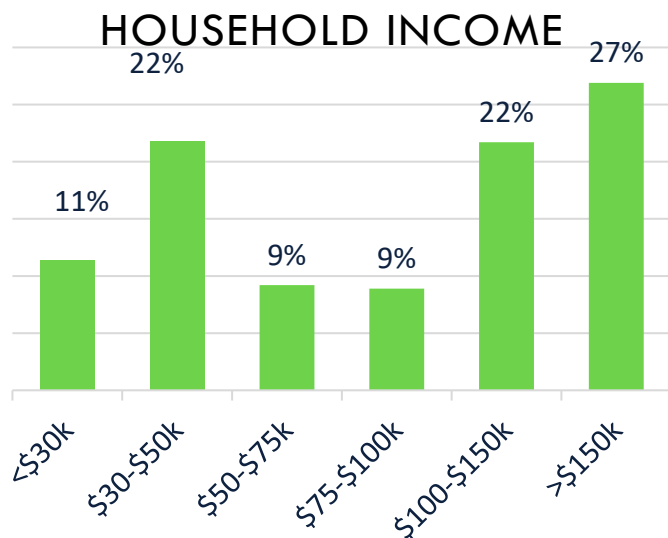
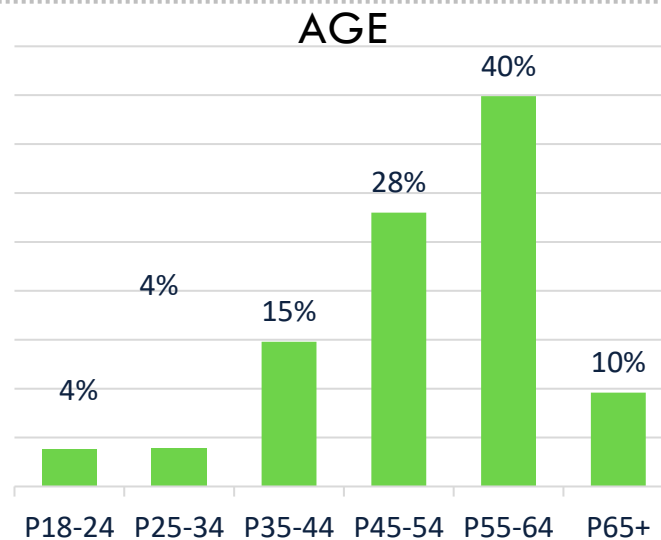
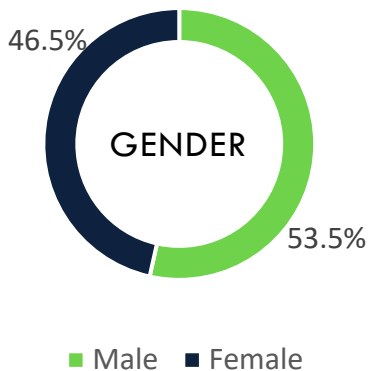
Website

windfm.com





ON-AIR AUDIENCE





352today DELIVERS FREE, LOCAL,
UNBIASED AND TRUSTED CONTENT.

No paywalls or subscriptions here! Access to news should be free, and free from hidden agendas and subliminal messaging.

Established in 2023, 352today exists to connect our community through local content and just enough national news to stay informed.

With nearly 100 years of experience on staff, you can trust content will be fact checked and accurate.

GET SOCIAL

Instagram

[@352today](https://www.instagram.com/352today)

Facebook

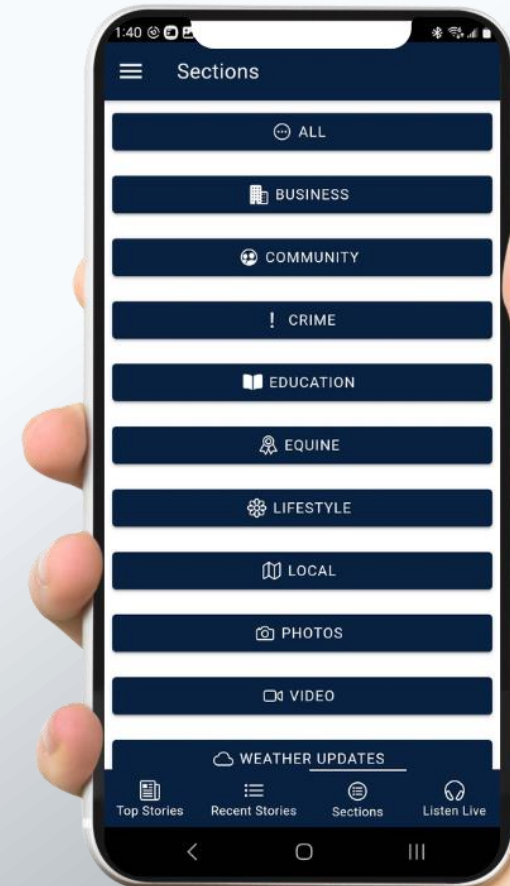
[@352todaynews](https://www.facebook.com/352todaynews)

X (Twitter)

[@352today](https://twitter.com/352today)

Website

352today.com





BEST OF THE 352 CELEBRATES LOCAL BUSINESSES
IN OUR COMMUNITY.

We live, shop, eat, and
play in the heart of Florida
and we wouldn't have it
any other way.

Best of the 352 engages
the community in
celebrating the places,
restaurants, and local
businesses we love.

Through nomination and
voting, we turn to our
community to decide who
reigns as "Best of the 352!"

GET SOCIAL

Website

bestofthe352.com

Facebook

[@Bestofthe352](https://www.facebook.com/Bestofthe352)



- ✓ Elevate employee morale and retention.
- ✓ Attract new talent.
- ✓ Increase Brand awareness.
- ✓ Build customer loyalty
- ✓ Generate new business.
- ✓ Expand promotional opportunities.
- ✓ Boost fan engagement.



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