



**Spanish
News/ Talk
for Lawrence
& the
Merrimack
Valley**

Media Presentation

*A Costa Eagle Media Station 462 Merrimack St Methuen Ma
01844 978-686-9966*

Just The Facts



Format: Dial Position 1110am
Spanish News/ Talk
Power 5000 watts
Serving the Metro Northeast Corridor from Manchester NH
to Reading MA

Features: Community Oriented
Award Winning Personalities
Local News, Events and Community Features
The ONLY Spanish NEWS/Talk station in the Merrimack Valley

Audience:	Age	Men	Women
	25-54	52.4%	47.6%
	35-64	56.7%	43.3%

Benefits: Impacto radio targets the Hispanic News/Talk audience with specific LOCAL programming, designed exclusively for today's Hispanic listener. Impacto's 1110 unique blend of LOCAL information and LOCAL programs make it a station most preferred by Hispanics. The Impacto audience is very loyal and supportive to its many advertisers.

Station Profile



WMVX am 1110 is the Merrimack Valley's ONLY Hispanic News/ Talk radio station, on the air since 1995. This trend setting format has become the Latino voice of Lawrence and the Merrimack Valley.

Impacto 1110's unique blend of News and informative talk, make it the #1 choice for our loyal listeners of upscale Hispanics that want to be involved in their community. Our Programs are community oriented, and focused on Politics, Health, Finances, Self-help and local events.

WMVX am 1110's award winning staff of producers, writer's and on-air talent bring to the airwaves the best in broadcast excellence. By utilizing their vast expertise, the Impacto team delivers superior programming that is second to none!

We are committed to providing the Hispanic Community of the Merrimack Valley with award winning programming, they have come to rely upon for all their listening needs.

Impacto am 1110 is truly "TU ESTACION" here in the Merrimack Valley and we will proudly continue the tradition.

Why Impacto



WMVX is the leader in News / Talk Spanish Broadcasting and has been serving the Latino Communities in Northern Massachusetts since 1995. With its unique Spanish News / Talk format including Local News, Provocative Talk, and Classic Music, WMVX 1110 am is the most listened to Spanish News / Talk radio station in Massachusetts.

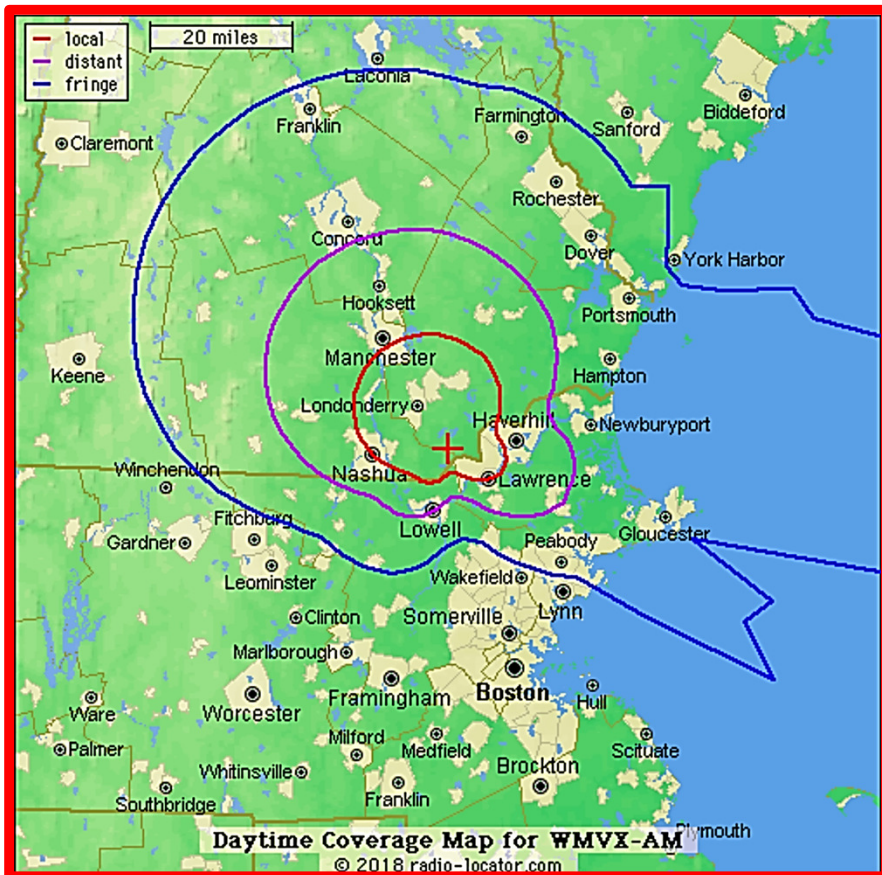
More than one in eight people in the United States are of Hispanic origin, plus Hispanics account for 40% of the country's population growth.

There are 475,000+ Hispanics in Massachusetts. Of all the cities and towns in Massachusetts, the city of Lawrence has the highest % of residents who are Hispanic at 73.8%, representing 56,363 people. Haverhill checks in at 8,831 and 14.5% of all residents, followed by Methuen at 8,531 or 18.1%. In New England are Hispanic.

Coverage Area



Impacto 1110am WMVX radio's map broadcasting from Salem, NH, offers a unique and extensive coverage area that spans from Manchester, NH, to Reading, MA. This impressive broadcasting reach connects communities, cultures, and listeners across a significant portion of Southern New Hampshire and Northern Massachusetts. Whether you're in Manchester enjoying the vibrant city life, or in Reading savoring the historic charm of the town, Impacto 1110am WMVX brings people together through the power of Spanish radio. With its diverse programming and engaging content, this radio station serves as a vital source of news, entertainment, and cultural enrichment for the people residing in and around this thriving region. Its commitment to serving the community and bridging cultural gaps is truly commendable, making Impacto 1110am WMVX a cherished voice in the hearts of its listeners throughout this expansive coverage area.



Programming



Our Spanish radio personalities on air are passionate and charismatic, captivating our audience with their contagious energy and deep knowledge of Latin music and local news.

Every day, our radio hosts fill the airwaves with their smooth and engaging voices, creating a unique connection with our listeners who tune in faithfully to enjoy their company and the hottest songs of the moment.

With a touch of humor, wisdom, and an unwavering passion for Hispanic music and culture, our Spanish radio personalities have become indispensable voices in the lives of our audience, providing entertainment and community through the airwaves.



Dynamic & Variable Rates



At Impacto 1110am, we understand that every advertising campaign is unique, which is why we offer flexible and customizable rates tailored to your specific needs. Our rates are variable, taking into account factors such as the length of your commercial, the number of commercials you plan to air, and the duration of your advertising schedule. We carefully consider these parameters to provide you with the most competitive and cost-effective rates possible. To receive a customized rate that aligns perfectly with your advertising goals and budget, please don't hesitate to reach out to your dedicated station representative, who will work closely with you to create a tailored advertising plan that maximizes your impact and reaches your target audience effectively.

Call 978-686-9966
For more information



WE PROUDLY DELIVER OUR AUDIENCE

Impacto 1110
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