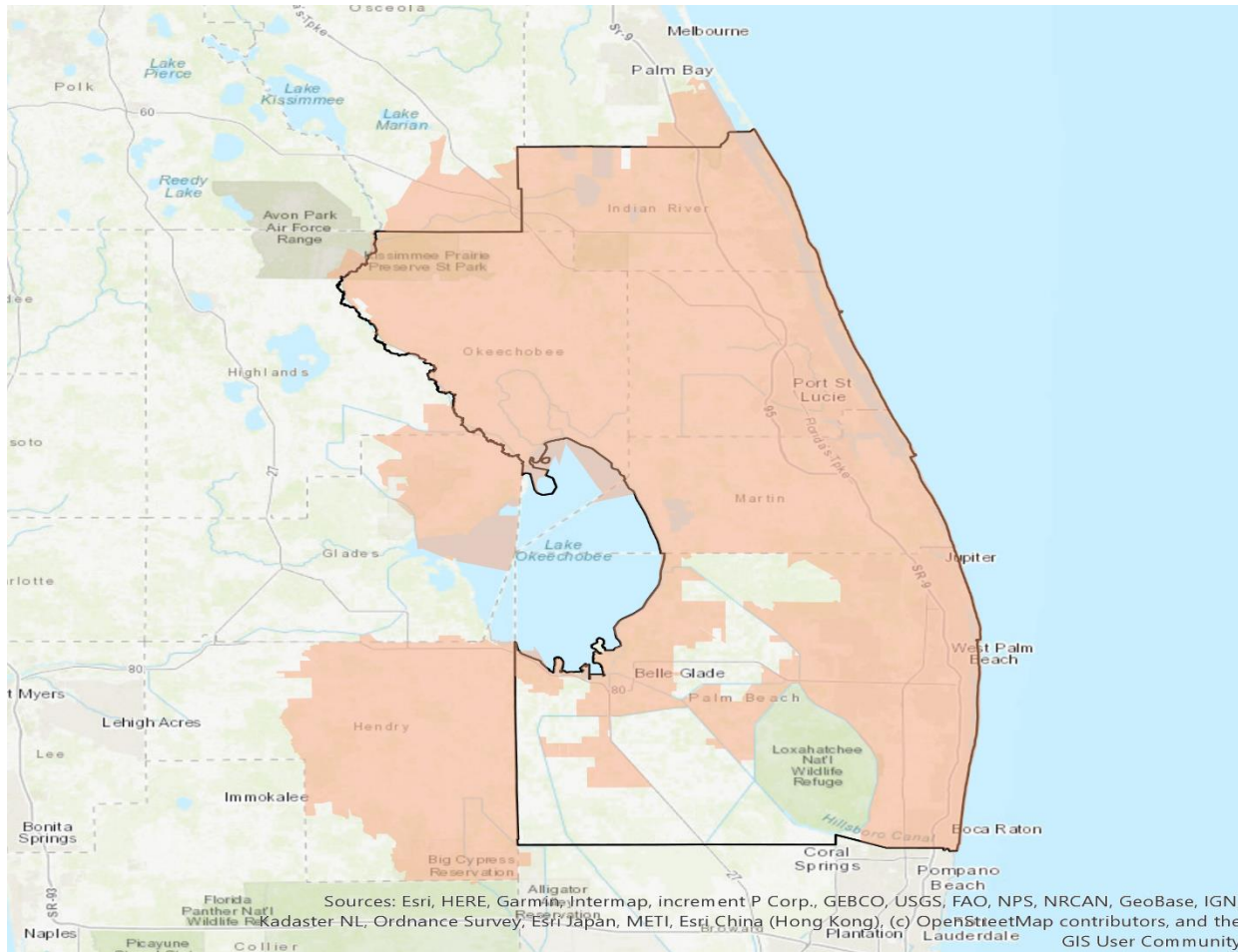


West Palm Beach - Ft. Pierce FL Interconnect



Interconnect

West Palm Beach-Ft. Pierce DMA



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

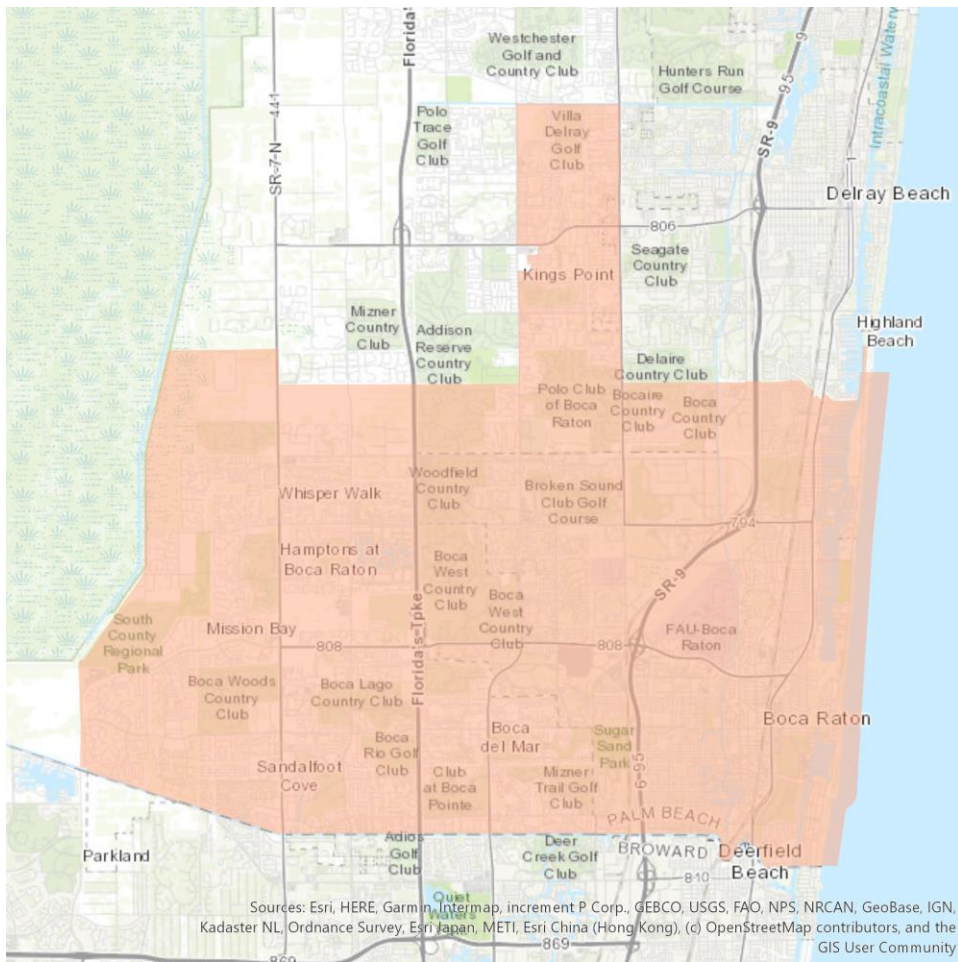
www.nationalmediaspots.com

media@nationalmediaspots.com

Universe Estimates by Interconnect Zone

Zone	UEs
Boca	58,817
Boca 2	7,587
Central Palm Beach	51,976
Delray	98,352
Delray 2	14,067
Palm Beach Gardens	68,432
Palm Beach Central	4,135
Palm Beach Gardens 2	7,122
Northern Treasure Coast	8,202
Southern Treasure Coast	8,365
Traditions	5,022
Treasure Coast 1	55,688
Treasure Coast 2	96,319
Wellington	40,087
Wellington 2	5,200
West Palm Beach	45,450
WPB DIRECTV	102,197
West Palm Beach 3	34,048
West Palm Beach 2	56,018
*Dish I+ West Palm Beach, FL	15,686

Boca



Demographic Profile

Age Groups

Persons 17 and under	16.3%
Adults 18-34	16.9%
Adults 35-54	22.9%
Adults 55+	44.0%

Education

Attended College+	73.7%
-------------------	-------

Marital Status

Single (Never Married)	25.8%
Married	47.4%
Divorced/Separated/Widowed	26.7%

Household Income

\$30,000-\$49,999	17.5%
\$50,000-\$74,999	16.0%
\$75,000-\$99,999	10.9%
\$100,000+	31.0%

Housing Units & Family Type

% Owner Occupied Units	58.4%
% of HH with Children	21.2%

Race

White	86.1%
Asian	3.0%
Black/African American	4.9%
Other	6.0%

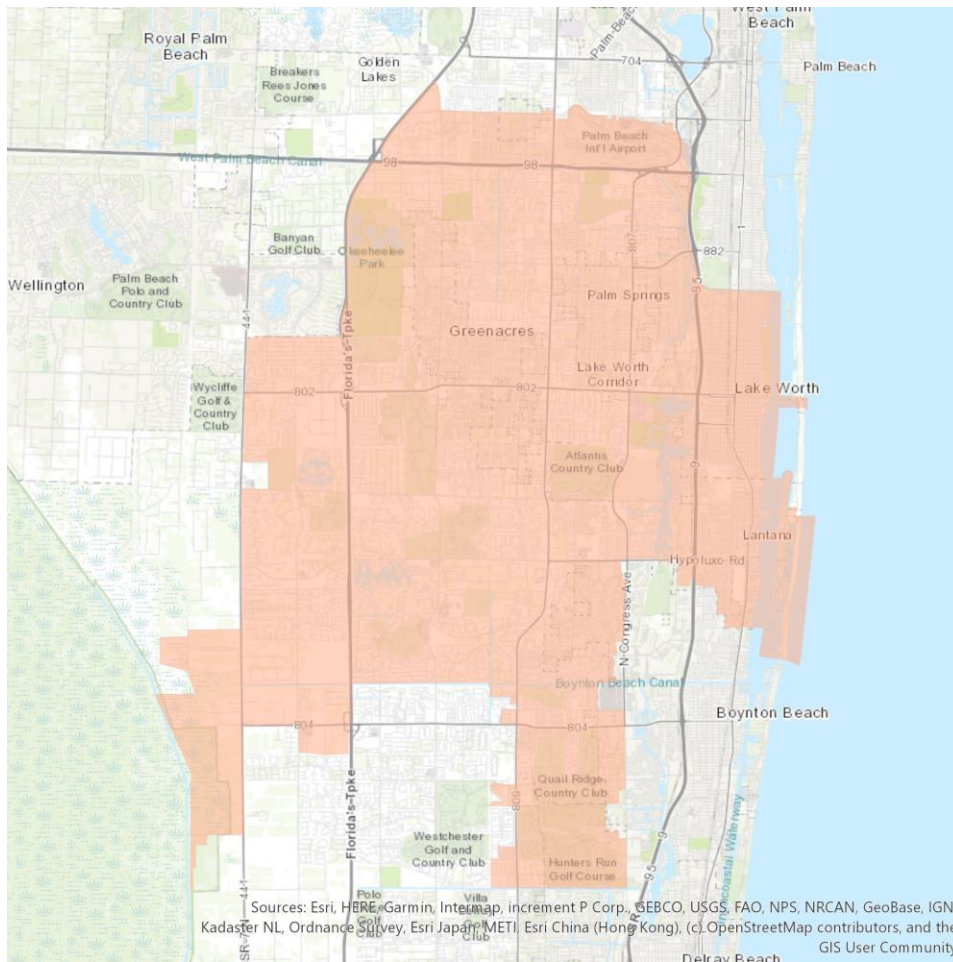
Ethnicity

Hispanic	14.1%
----------	-------

Communities Served

- Boca Raton
- Delray Beach

Central Palm Beach



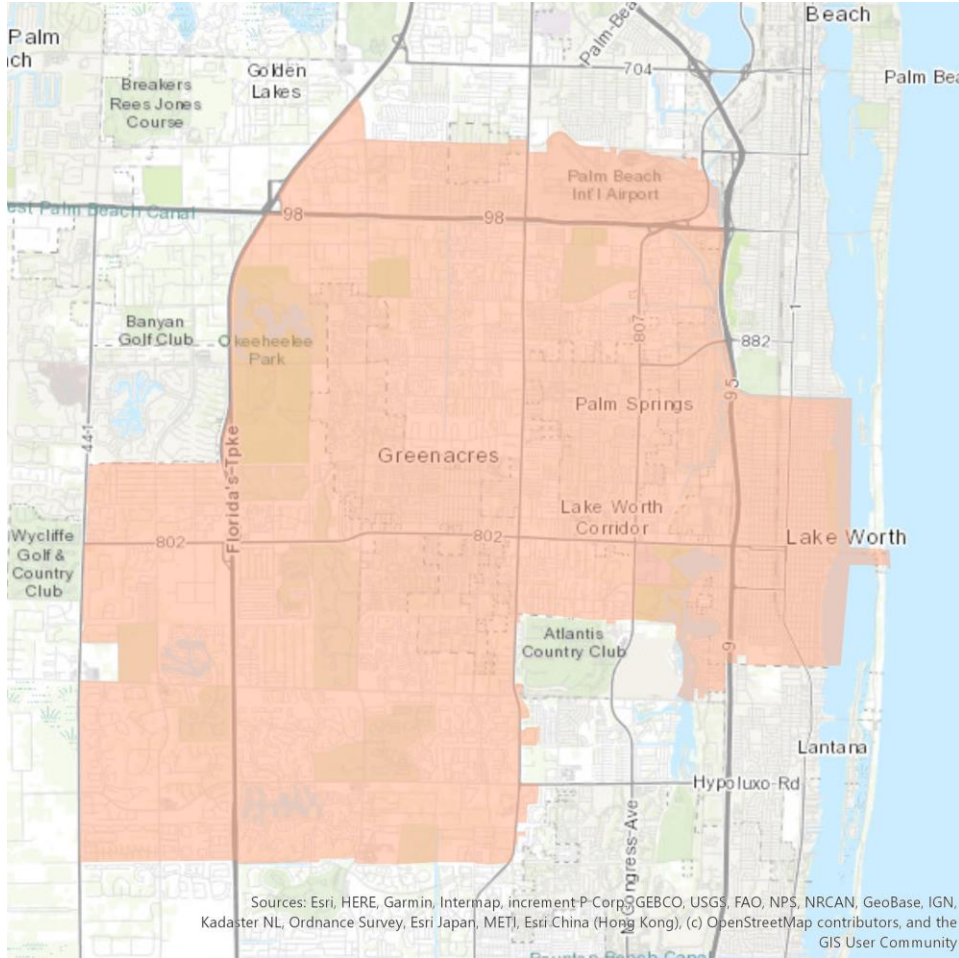
Demographic Profile

Age Groups	
Persons 17 and under	22.9%
Adults 18-34	21.3%
Adults 35-54	26.6%
Adults 55+	29.2%
Education	
Attended College+	54.3%
Marital Status	
Single (Never Married)	33.0%
Married	40.9%
Divorced/Separated/Widowed	26.1%
Household Income	
\$30,000-\$49,999	20.6%
\$50,000-\$74,999	19.5%
\$75,000-\$99,999	11.6%
\$100,000+	18.6%
Housing Units & Family Type	
% Owner Occupied Units	56.0%
% of HH with Children	32.5%
Race	
White	74.6%
Asian	2.3%
Black/African American	17.8%
Other	5.3%
Ethnicity	
Hispanic	33.5%

Communities Served

- Boynton Beach
- Lake Worth
- West Palm Beach

Central Palm Beach 2



Demographic Profile

Age Groups

Persons 17 and under	24.3%
Adults 18-34	22.6%
Adults 35-54	27.2%
Adults 55+	25.8%

Education

Attended College+	50.7%
-------------------	-------

Marital Status

Single (Never Married)	35.2%
Married	38.3%
Divorced/Separated/Widowed	26.5%

Household Income

\$30,000-\$49,999	21.2%
\$50,000-\$74,999	19.1%
\$75,000-\$99,999	11.2%
\$100,000+	16.9%

Housing Units & Family Type

% Owner Occupied Units	54.1%
% of HH with Children	35.9%

Race

White	74.0%
Asian	2.5%
Black/African American	17.8%
Other	5.7%

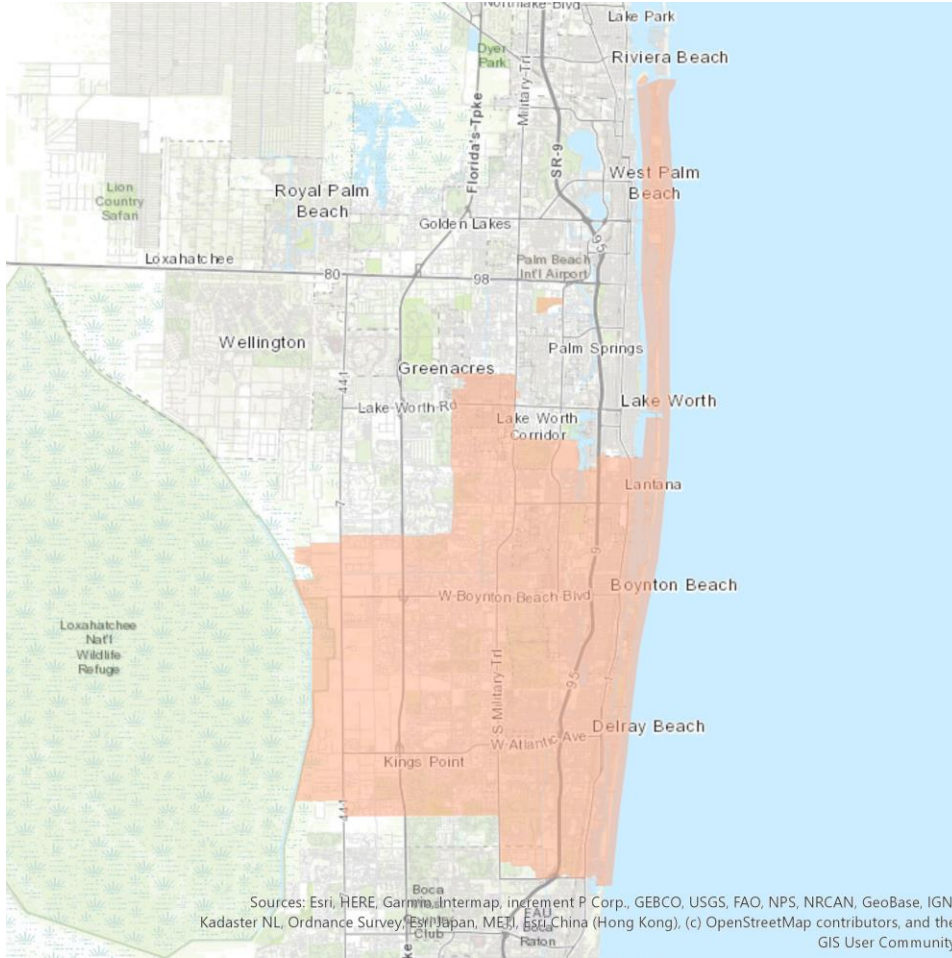
Ethnicity

Hispanic	39.0%
----------	-------

Communities Served

- Lake Worth
- West Palm Beach

Delray



Demographic Profile

Age Groups

Persons 17 and under	16.9%
Adults 18-34	17.4%
Adults 35-54	22.8%
Adults 55+	42.9%

Education

Attended College+	63.5%
-------------------	-------

Marital Status

Single (Never Married)	27.1%
Married	44.6%
Divorced/Separated/Widowed	28.3%

Household Income

\$30,000-\$49,999	19.3%
\$50,000-\$74,999	18.4%
\$75,000-\$99,999	11.2%
\$100,000+	23.4%

Housing Units & Family Type

% Owner Occupied Units	56.6%
% of HH with Children	21.0%

Race

White	74.1%
Asian	2.2%
Black/African American	19.5%
Other	4.2%

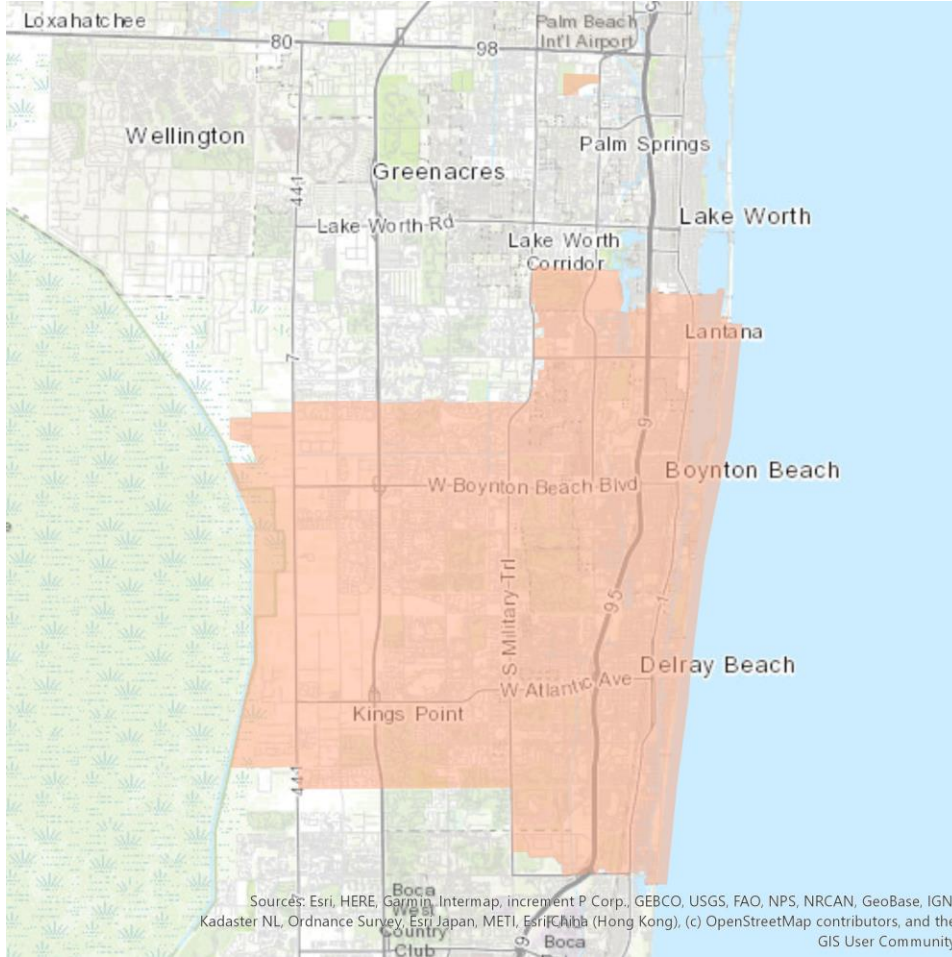
Ethnicity

Hispanic	16.0%
----------	-------

Communities Served

- Boca Raton
- Boynton Beach
- Delray Beach
- Lake Worth
- Palm Beach

Delray 2



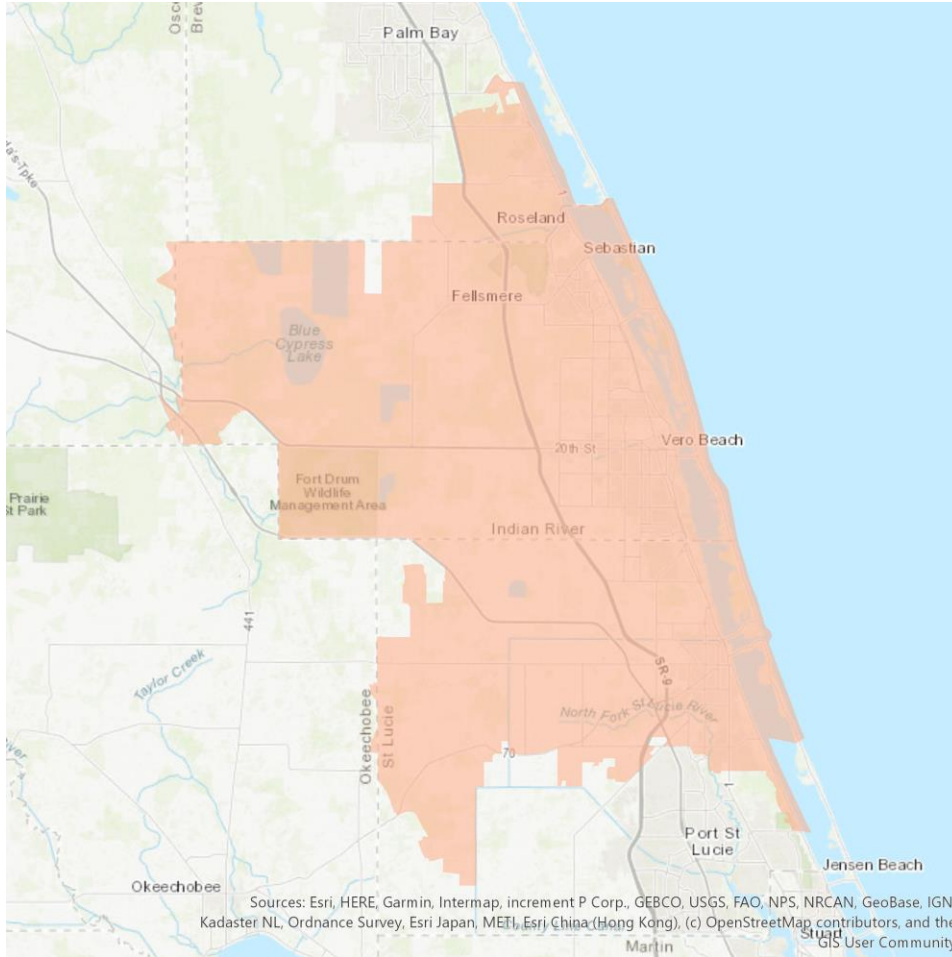
Demographic Profile

Age Groups	
Persons 17 and under	15.3%
Adults 18-34	16.7%
Adults 35-54	22.2%
Adults 55+	45.8%
Education	
Attended College+	64.5%
Marital Status	
Single (Never Married)	26.1%
Married	45.3%
Divorced/Separated/Widowed	28.6%
Household Income	
\$30,000-\$49,999	19.1%
\$50,000-\$74,999	18.5%
\$75,000-\$99,999	11.3%
\$100,000+	23.0%
Housing Units & Family Type	
% Owner Occupied Units	57.2%
% of HH with Children	18.7%
Race	
White	75.0%
Asian	2.0%
Black/African American	19.0%
Other	4.0%
Ethnicity	
Hispanic	13.0%

Communities Served

- Boca Raton
- Boynton Beach
- Delray Beach
- Lake Worth

Northern Treasure Coast



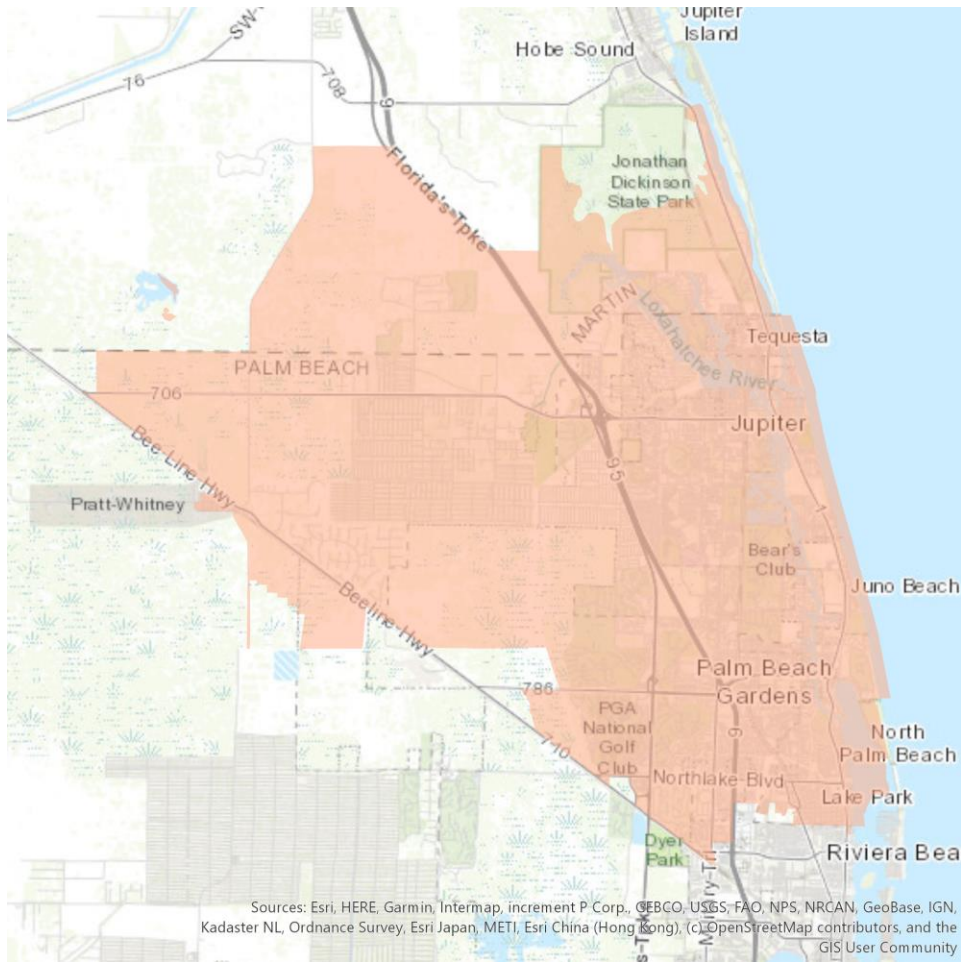
Demographic Profile

Age Groups	
Persons 17 and under	18.1%
Adults 18-34	16.5%
Adults 35-54	22.0%
Adults 55+	43.4%
Education	
Attended College+	52.7%
Marital Status	
Single (Never Married)	25.7%
Married	46.3%
Divorced/Separated/Widowed	28.0%
Household Income	
\$30,000-\$49,999	21.4%
\$50,000-\$74,999	16.5%
\$75,000-\$99,999	9.9%
\$100,000+	15.1%
Housing Units & Family Type	
% Owner Occupied Units	53.1%
% of HH with Children	20.3%
Race	
White	79.4%
Asian	1.1%
Black/African American	15.7%
Other	3.8%
Ethnicity	
Hispanic	12.7%

Communities Served

- Fellsmere
- Grant
- Vero Beach
- Fort Pierce
- Sebastian
- Wabasso

Palm Beach Gardens



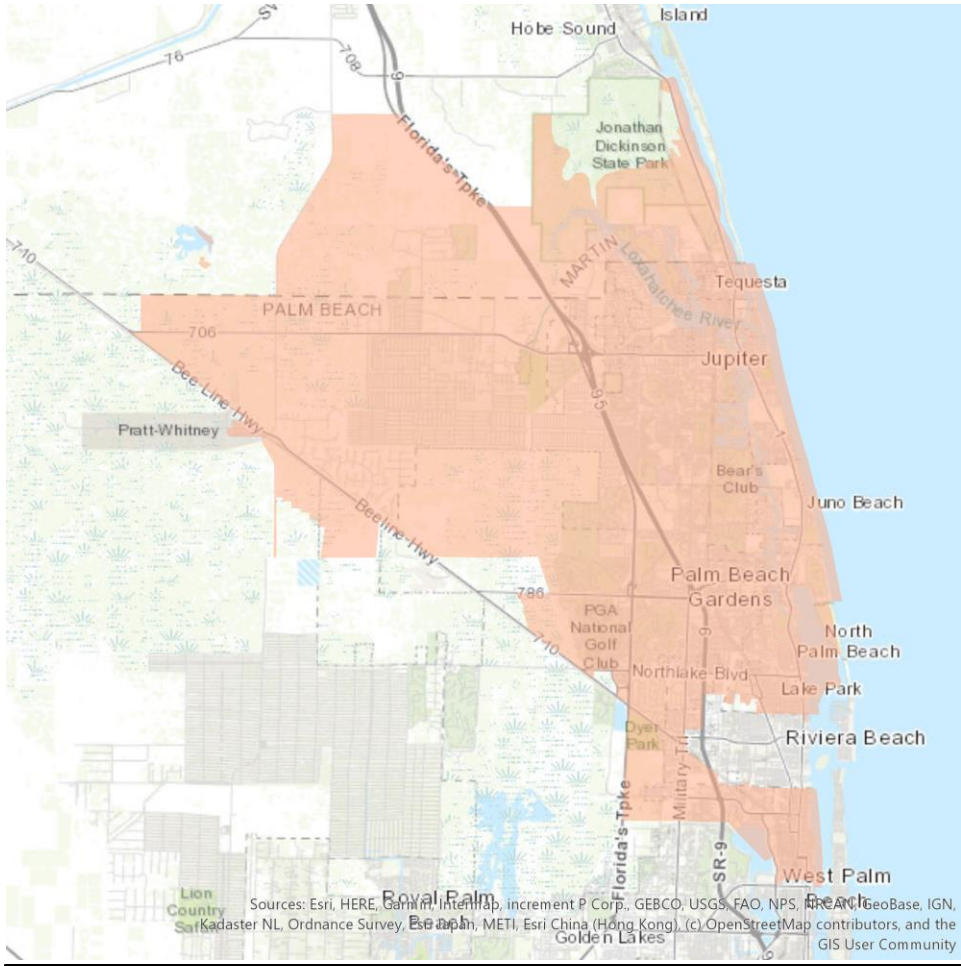
Demographic Profile

Age Groups	
Persons 17 and under	17.1%
Adults 18-34	16.7%
Adults 35-54	26.6%
Adults 55+	39.5%
Education	
Attended College+	72.1%
Marital Status	
Single (Never Married)	24.7%
Married	50.3%
Divorced/Separated/Widowed	24.9%
Household Income	
\$30,000-\$49,999	15.9%
\$50,000-\$74,999	17.0%
\$75,000-\$99,999	12.7%
\$100,000+	35.3%
Housing Units & Family Type	
% Owner Occupied Units	58.9%
% of HH with Children	22.7%
Race	
White	88.1%
Asian	2.8%
Black/African American	6.0%
Other	3.1%
Ethnicity	
Hispanic	11.0%

Communities Served

- Jupiter
- North Palm Beach
- Palm Beach Gardens
- West Palm Beach

Palm Beach Gardens 2



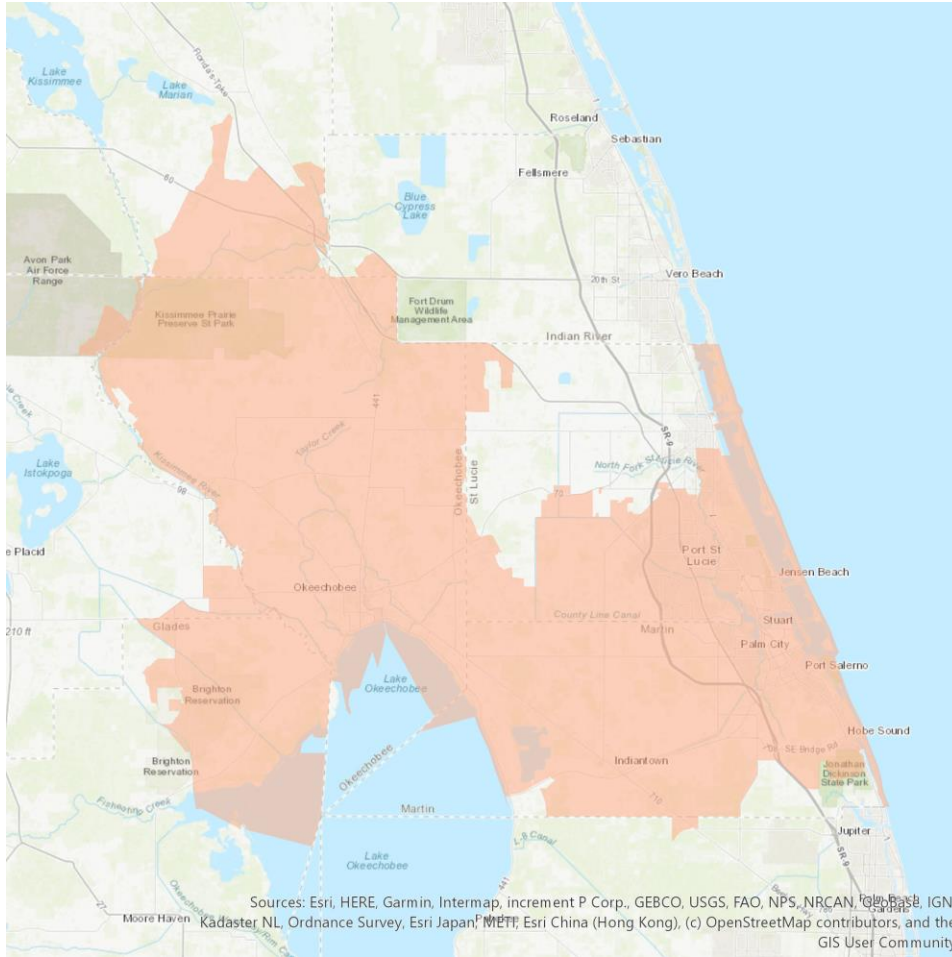
Demographic Profile

Age Groups	
Persons 17 and under	18.1%
Adults 18-34	18.0%
Adults 35-54	26.5%
Adults 55+	37.3%
Education	
Attended College+	69.3%
Marital Status	
Single (Never Married)	27.3%
Married	47.3%
Divorced/Separated/Widowed	25.4%
Household Income	
\$30,000-\$49,999	16.2%
\$50,000-\$74,999	17.2%
\$75,000-\$99,999	12.4%
\$100,000+	32.3%
Housing Units & Family Type	
% Owner Occupied Units	56.2%
% of HH with Children	23.7%
Race	
White	80.3%
Asian	2.5%
Black/African American	13.4%
Other	3.8%
Ethnicity	
Hispanic	11.7%

Communities Served

- Jupiter
- North Palm Beach
- Palm Beach Gardens
- West Palm Beach

Southern Treasure Coast



Demographic Profile

Age Groups

Persons 17 and under	19.4%
Adults 18-34	17.5%
Adults 35-54	24.4%
Adults 55+	38.7%

Education

Attended College+	56.3%
-------------------	-------

Marital Status

Single (Never Married)	26.1%
Married	47.6%
Divorced/Separated/Widowed	26.3%

Household Income

\$30,000-\$49,999	22.3%
\$50,000-\$74,999	18.5%
\$75,000-\$99,999	11.9%
\$100,000+	17.9%

Housing Units & Family Type

% Owner Occupied Units	58.4%
% of HH with Children	25.0%

Race

White	81.8%
Asian	1.7%
Black/African American	11.2%
Other	5.4%

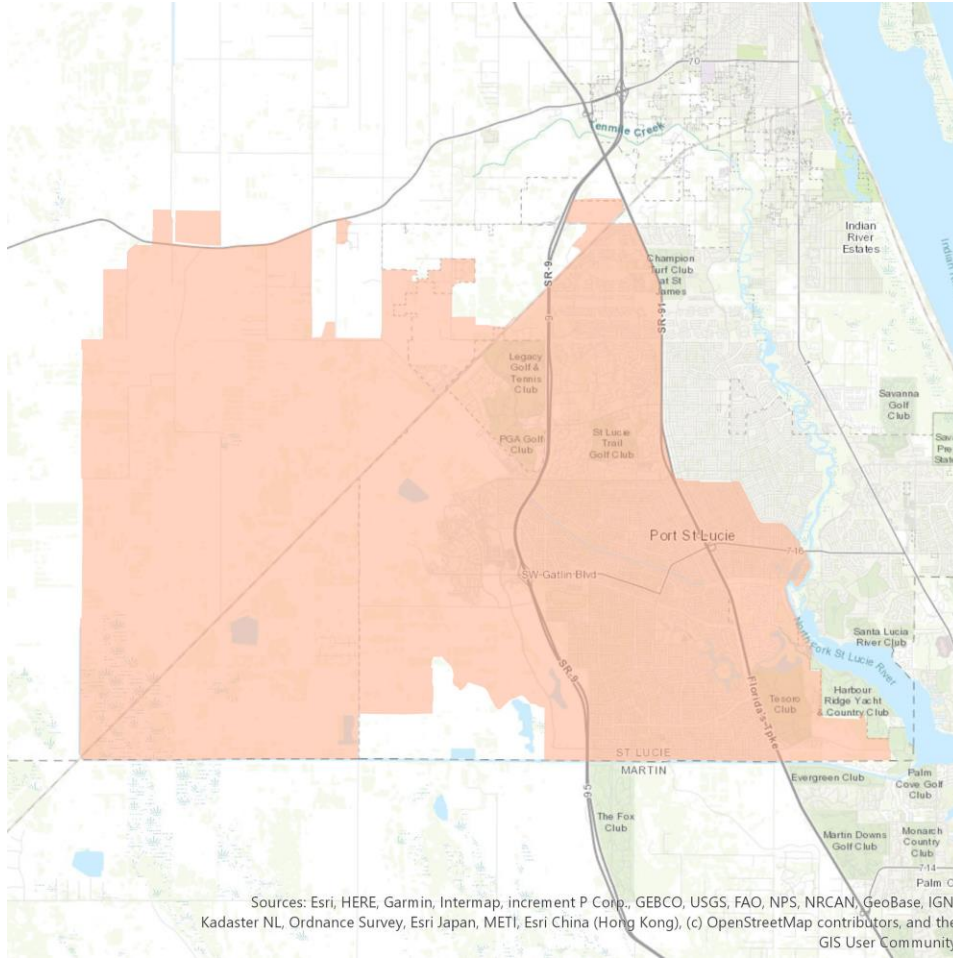
Ethnicity

Hispanic	17.1%
----------	-------

Communities Served

- Fort Pierce
- Hobe Sound
- Indiantown
- Jensen Beach
- Okeechobee
- Palm City
- Port Saint Lucie
- Stuart

Traditions



Demographic Profile

Age Groups

Persons 17 and under	24.0%
Adults 18-34	19.2%
Adults 35-54	27.5%
Adults 55+	29.4%

Education

Attended College+	57.4%
-------------------	-------

Marital Status

Single (Never Married)	27.8%
Married	51.1%
Divorced/Separated/Widowed	21.2%

Household Income

\$30,000-\$49,999	21.1%
\$50,000-\$74,999	20.6%
\$75,000-\$99,999	16.5%
\$100,000+	17.4%

Housing Units & Family Type

% Owner Occupied Units	67.0%
% of HH with Children	32.9%

Race

White	73.2%
Asian	2.2%
Black/African American	18.8%
Other	5.8%

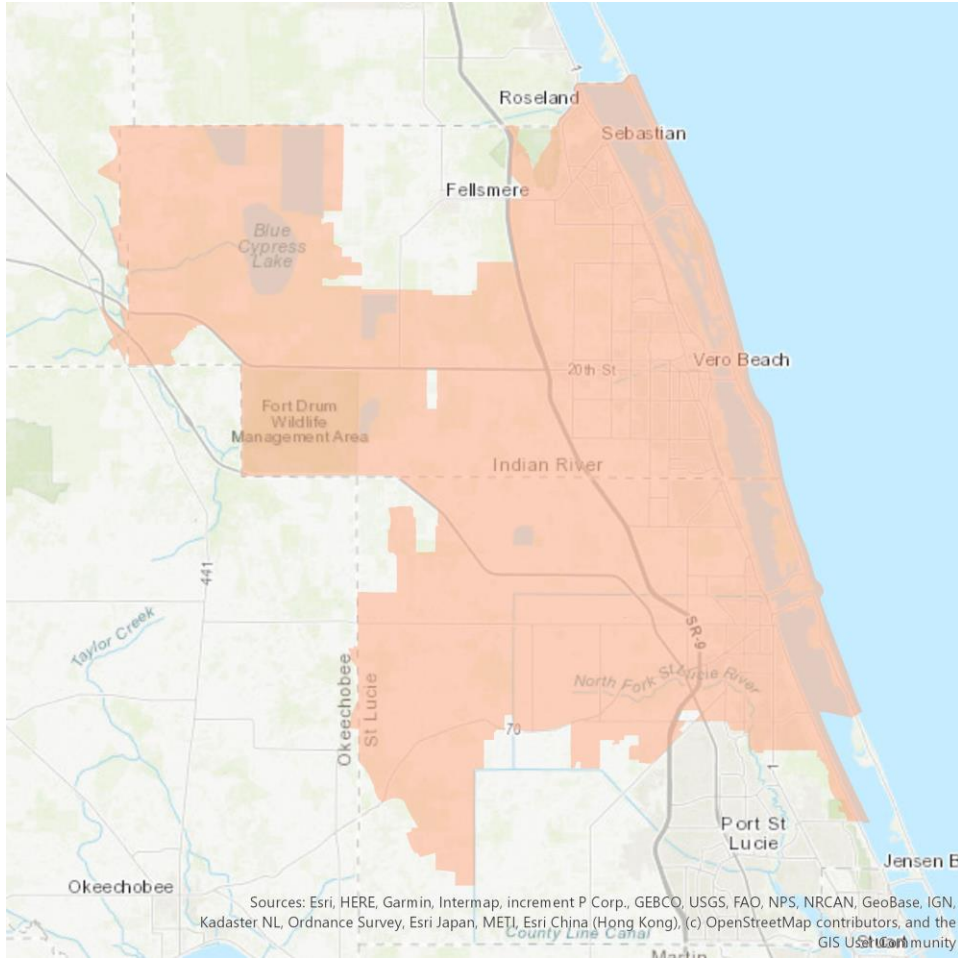
Ethnicity

Hispanic	21.3%
----------	-------

Communities Served

- Port Saint Lucie

Treasure Coast



Demographic Profile

Age Groups

Persons 17 and under	18.3%
Adults 18-34	16.5%
Adults 35-54	22.0%
Adults 55+	43.1%

Education

Attended College+	53.4%
-------------------	-------

Marital Status

Single (Never Married)	25.9%
Married	46.2%
Divorced/Separated/Widowed	27.9%

Household Income

\$30,000-\$49,999	21.3%
\$50,000-\$74,999	16.4%
\$75,000-\$99,999	10.1%
\$100,000+	15.5%

Housing Units & Family Type

% Owner Occupied Units	52.6%
% of HH with Children	20.4%

Race

White	78.9%
Asian	1.1%
Black/African American	16.6%
Other	3.3%

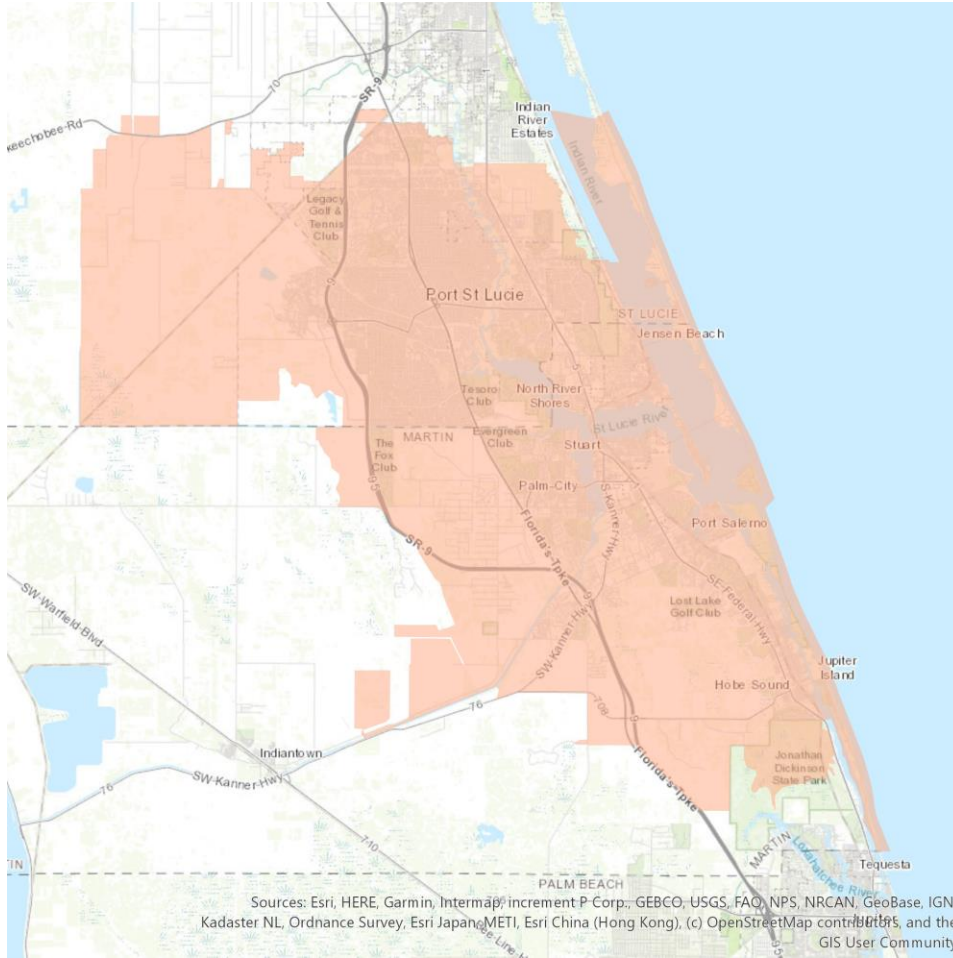
Ethnicity

Hispanic	12.1%
----------	-------

Communities Served

- Fort Pierce
- Sebastian
- Vero Beach

Treasure Coast 2



Demographic Profile

Age Groups

Persons 17 and under	19.3%
Adults 18-34	17.2%
Adults 35-54	24.5%
Adults 55+	39.0%

Education

Attended College+	59.6%
-------------------	-------

Marital Status

Single (Never Married)	25.6%
Married	48.6%
Divorced/Separated/Widowed	25.8%

Household Income

\$30,000-\$49,999	22.0%
\$50,000-\$74,999	19.0%
\$75,000-\$99,999	12.5%
\$100,000+	19.3%

Housing Units & Family Type

% Owner Occupied Units	60.5%
% of HH with Children	25.0%

Race

White	81.6%
Asian	1.8%
Black/African American	11.4%
Other	5.1%

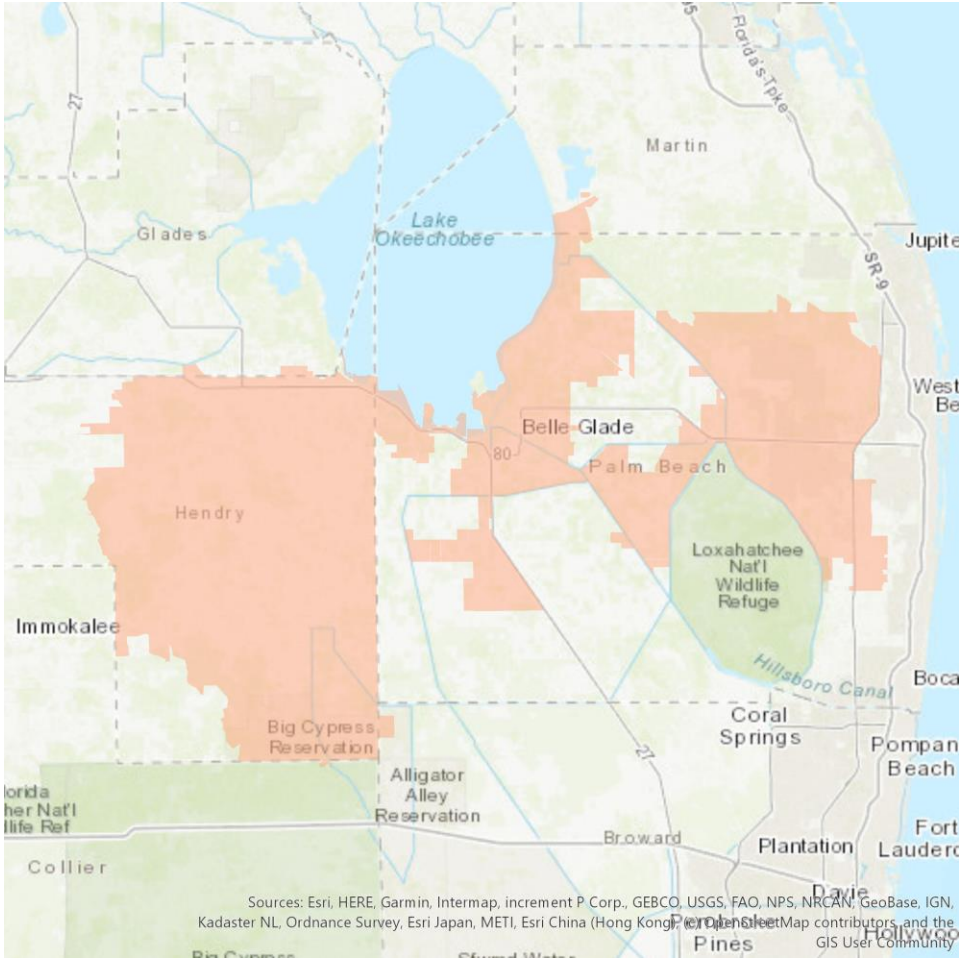
Ethnicity

Hispanic	15.4%
----------	-------

Communities Served

- Hobe Sound
- Jensen Beach
- Palm City
- Port Saint Lucie
- Stuart

Wellington



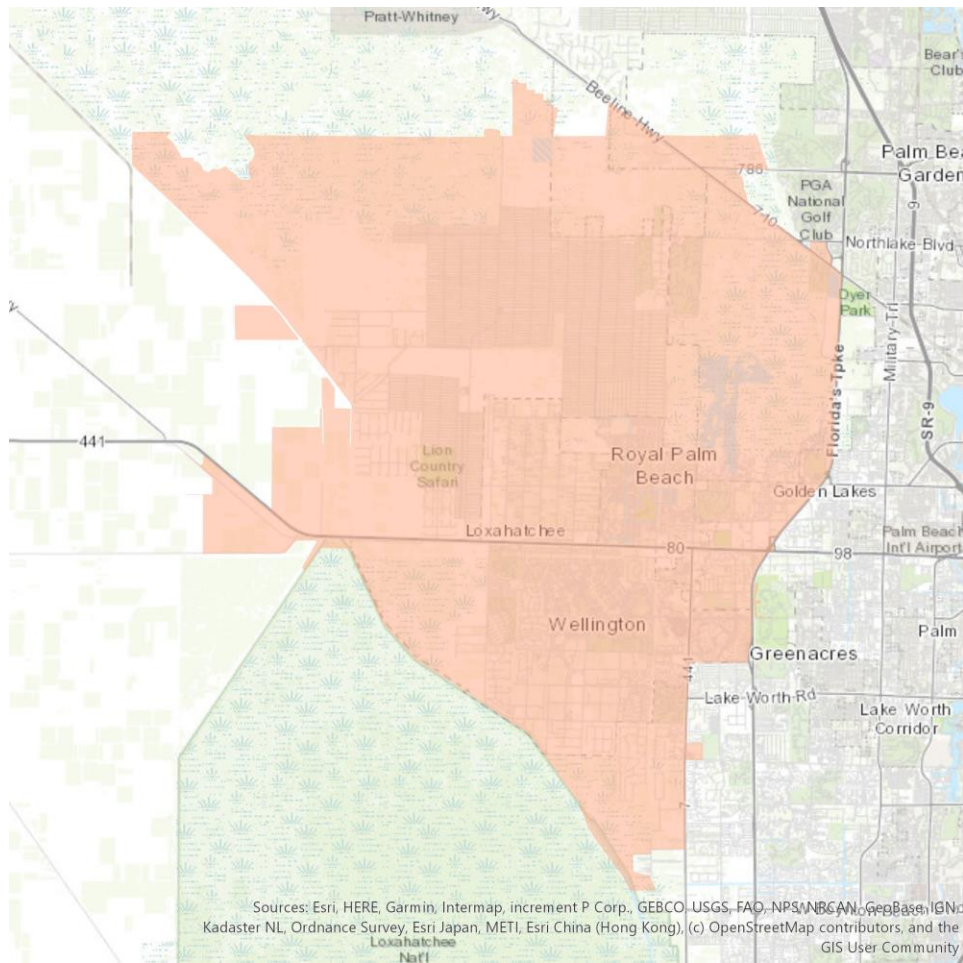
Demographic Profile

Age Groups	
Persons 17 and under	21.3%
Adults 18-34	17.6%
Adults 35-54	26.4%
Adults 55+	34.7%
Education	
Attended College+	63.0%
Marital Status	
Single (Never Married)	27.1%
Married	49.3%
Divorced/Separated/Widowed	23.6%
Household Income	
\$30,000-\$49,999	16.7%
\$50,000-\$74,999	18.1%
\$75,000-\$99,999	13.6%
\$100,000+	29.4%
Housing Units & Family Type	
% Owner Occupied Units	66.0%
% of HH with Children	30.7%
Race	
White	74.8%
Asian	2.8%
Black/African American	18.3%
Other	4.1%
Ethnicity	
Hispanic	20.3%

Communities Served

- Belle Glade
- Canal Point
- Lake Worth
- Pahokee
- Wellington
- Boynton Beach
- Clewiston
- Loxahatchee
- South Bay
- West Palm Beach

Wellington 2



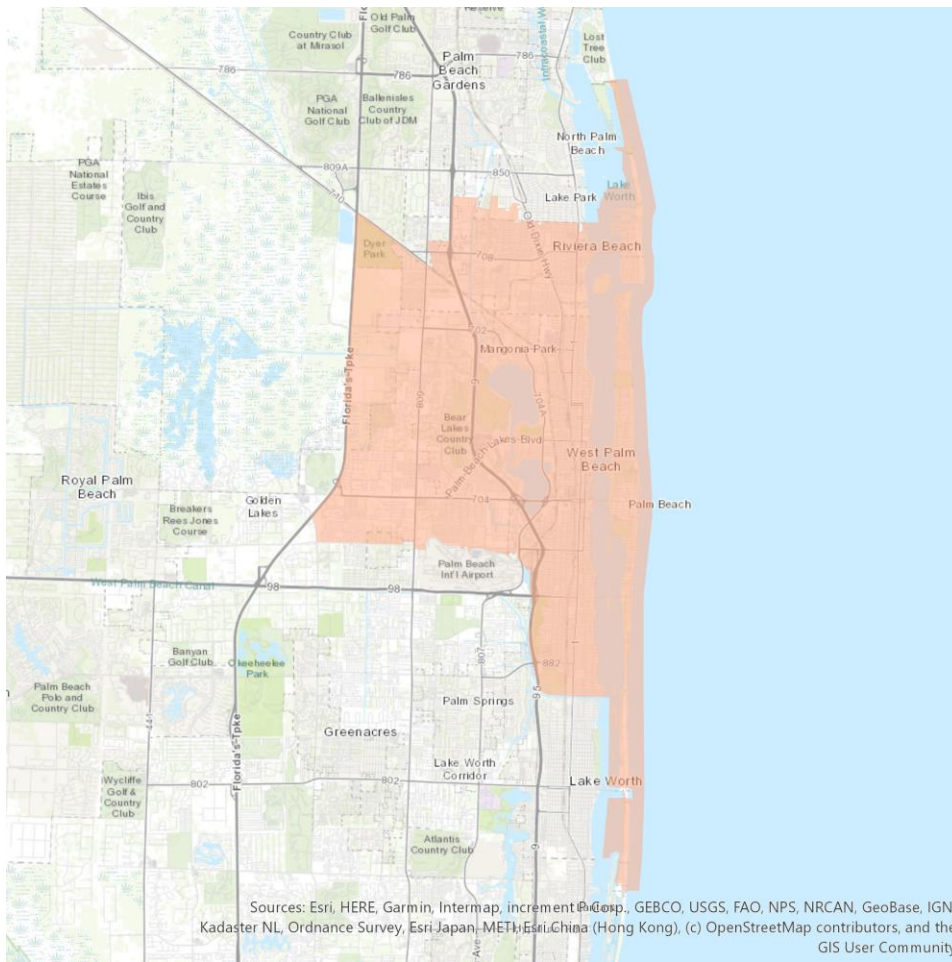
Demographic Profile

Age Groups	
Persons 17 and under	23.2%
Adults 18-34	18.3%
Adults 35-54	29.5%
Adults 55+	29.1%
Education	
Attended College+	67.2%
Marital Status	
Single (Never Married)	27.5%
Married	50.5%
Divorced/Separated/Widowed	22.0%
Household Income	
\$30,000-\$49,999	15.7%
\$50,000-\$74,999	18.0%
\$75,000-\$99,999	15.4%
\$100,000+	35.1%
Housing Units & Family Type	
% Owner Occupied Units	65.0%
% of HH with Children	36.3%
Race	
White	75.9%
Asian	3.5%
Black/African American	17.0%
Other	3.7%
Ethnicity	
Hispanic	20.0%

Communities Served

- Lake Worth
- Loxahatchee
- Wellington
- West Palm Beach

West Palm Beach



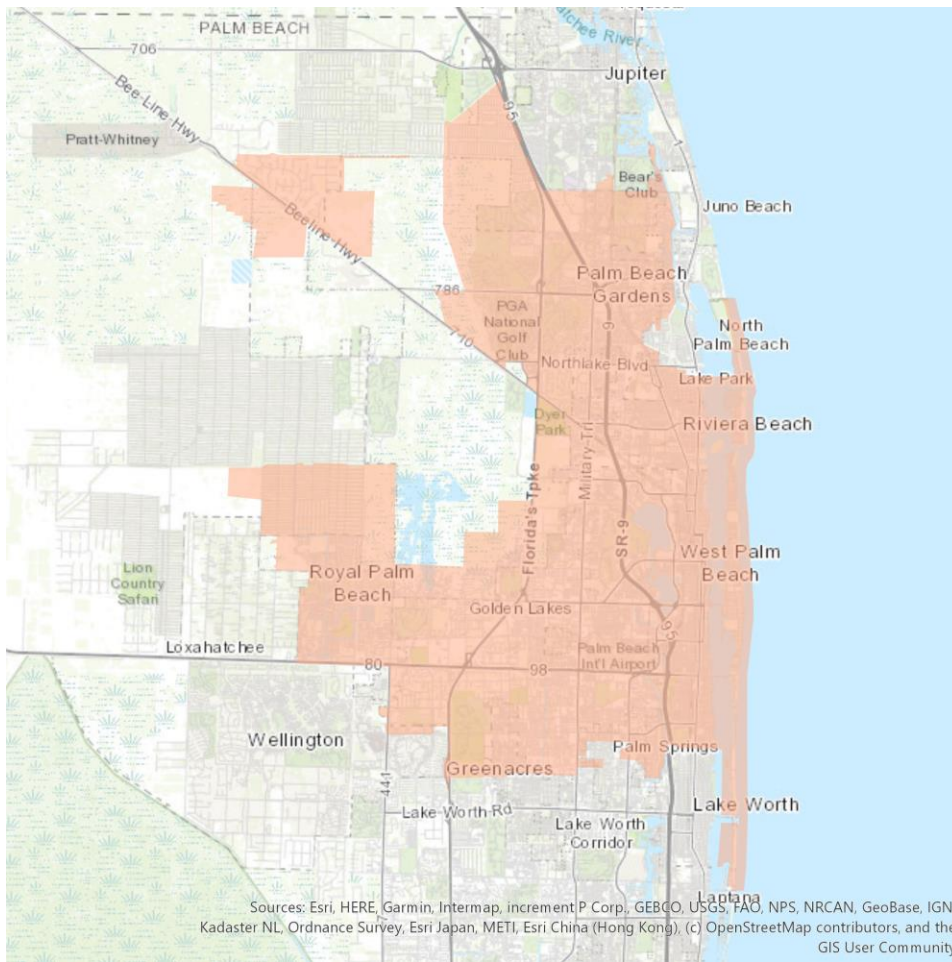
Demographic Profile

Age Groups	
Persons 17 and under	20.2%
Adults 18-34	24.2%
Adults 35-54	24.1%
Adults 55+	31.5%
Education	
Attended College+	54.1%
Marital Status	
Single (Never Married)	39.8%
Married	31.4%
Divorced/Separated/Widowed	28.8%
Household Income	
\$30,000-\$49,999	21.4%
\$50,000-\$74,999	16.0%
\$75,000-\$99,999	8.2%
\$100,000+	17.0%
Housing Units & Family Type	
% Owner Occupied Units	37.6%
% of HH with Children	24.4%
Race	
White	53.5%
Asian	2.2%
Black/African American	39.4%
Other	4.9%
Ethnicity	
Hispanic	22.0%

Communities Served

- Palm Beach
- West Palm Beach

West Palm Beach 2



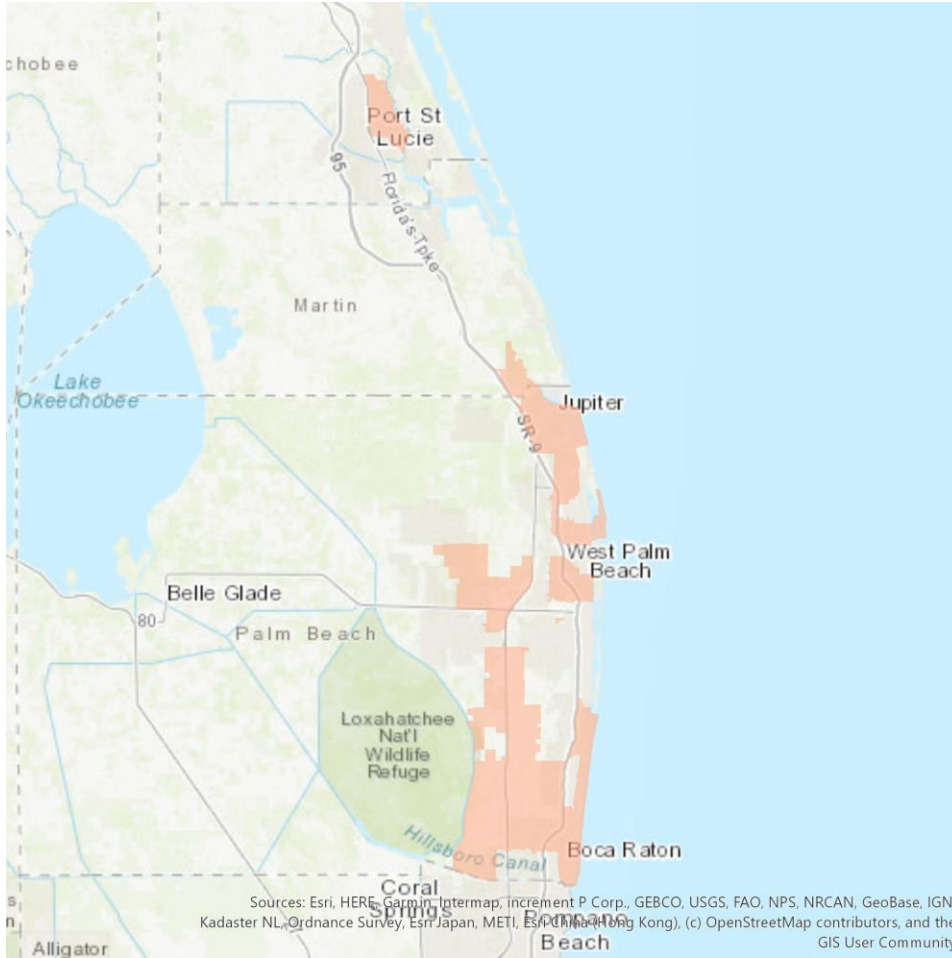
Demographic Profile

Age Groups	
Persons 17 and under	20.9%
Adults 18-34	22.2%
Adults 35-54	26.0%
Adults 55+	30.9%
Education	
Attended College+	58.1%
Marital Status	
Single (Never Married)	34.5%
Married	38.3%
Divorced/Separated/Widowed	27.3%
Household Income	
\$30,000-\$49,999	20.0%
\$50,000-\$74,999	17.6%
\$75,000-\$99,999	10.6%
\$100,000+	21.5%
Housing Units & Family Type	
% Owner Occupied Units	47.6%
% of HH with Children	28.0%
Race	
White	66.2%
Asian	2.8%
Black/African American	26.3%
Other	4.7%
Ethnicity	
Hispanic	24.9%

Communities Served

- Palm Beach
- Palm Beach Gardens
- West Palm Beach

West Palm Beach 3



Demographic Profile	
Age Groups	
Persons 17 and under	17.5%
Adults 18-34	17.7%
Adults 35-54	23.9%
Adults 55+	40.8%
Education	
Attended College+	66.6%
Marital Status	
Single (Never Married)	27.4%
Married	46.0%
Divorced/Separated/Widowed	26.6%
Household Income	
\$30,000-\$49,999	18.5%
\$50,000-\$74,999	17.4%
\$75,000-\$99,999	11.4%
\$100,000+	27.4%
Housing Units & Family Type	
% Owner Occupied Units	57.1%
% of HH with Children	22.6%
Race	
White	77.1%
Asian	2.9%
Black/African American	15.9%
Other	4.1%
Ethnicity	
Hispanic	14.1%

Communities Served

- Boca Raton
- Delray Beach
- Lake Worth
- Port Saint Lucie
- Boynton Beach
- Jupiter
- Palm Beach Gardens
- West Palm Beach