



Call Letters: WNTA
Radio Frequency: 1330 AM
Target Demo: Adults 18+
Power: 1,000 watts
Website: www.lamovidaradiorockford.com
Format: Spanish Variety



- La Movida is an exciting blend of distinct regional sounds programmed exclusively for the Greater Rockford Area
- A unique aspect of Spanish-language radio is the time spent listening (26-30 hours per week)
- The Greater Rockford and Stateline Area Hispanic population is estimated at over 100,000

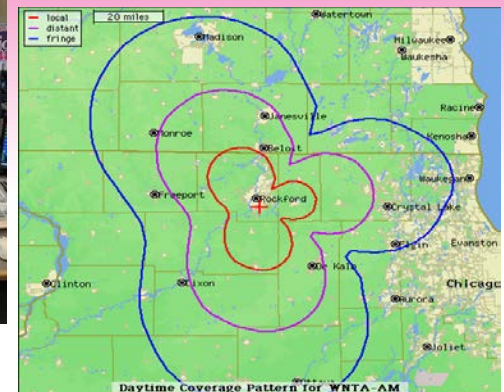
Why choose La Movida 1330?

- La Movida 1330 is the first and only Hispanic radio station in the Greater Rockford Area
- Reach a large, untapped market of potential new customers
- Over 2,000,000 Latinos in Illinois with 1,000,000+ residing and shopping in the suburbs *Census 2010
- Full bilingual copywriting and production available
- Hispanic radio listeners are loyal and spend their money locally
- Experienced On-Air & bilingual staff, with local and top city radio market experience and in Hispanic Outreach Marketing



Weekdays

6am – 9am: Luis Montoto
9am – 12pm: Eduardo Cobos
1pm – 3pm: Lupita Montoto
3pm – 6pm: Jose Flores
Sub/Admin: Rosa Salazar



Proud "2015 Medallas de Cortez Awards" National Finalist