

Magic 106.5



- Today's Hottest Tejano Hits
- The ***leading voice*** for the Hispanic community!
- **Magic** 106.5 is the first point of contact for Lubbock Hispanics



Magic 106.5



Magic 106.5 CINCO DE MAYO FESTIVAL

- *24th Annual* **Magic** 106.5 Cinco De Mayo Event
 - **6,000** average attendance!
- Heavy community involvement



Magic 106.5



□ *Magic 106.5*

Listeners Spend Over
\$244 Million
Annually!

What would **1%** of
that do for *your*
company?

Magic 106.5 *Source: Tapscan*

Spending Power

