



# 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



LUBBOCK'S VERY OWN  
**RAMAR**  
COMMUNICATIONS



# Magic 106.5



## Magic 106.5 CINCO DE MAYO FESTIVAL

- *27th Annual Magic*  
106.5 Cinco De Mayo  
Event
  - **6,000** average  
attendance!
- Heavy community  
involvement



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# Magic 106.5

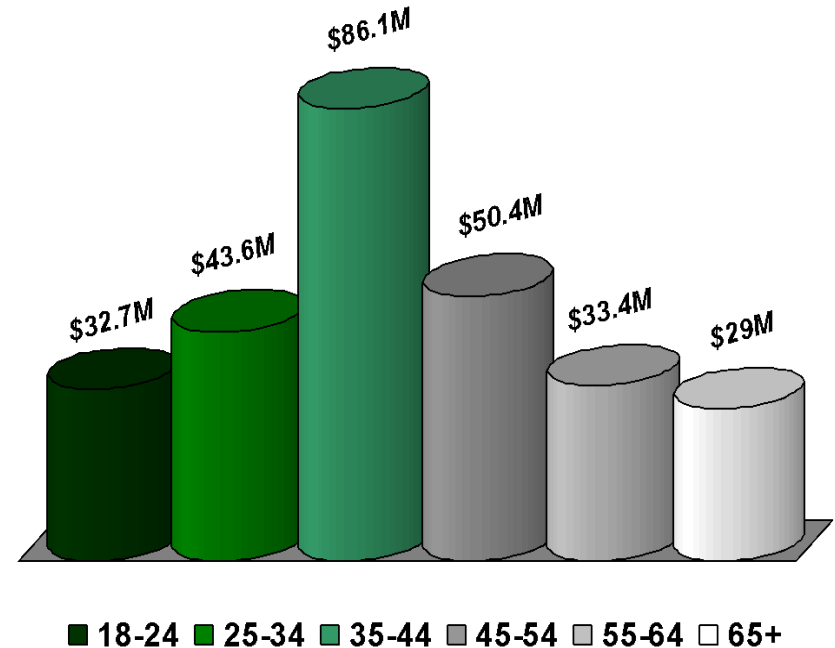
## □ *Magic 106.5*

Listeners Spend Over  
**\$294 Million**  
 Annually!

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

**Magic 106.5** Source: Tapscan

Spending Power



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