



East Tennessee's Only 24 - Hour  
Spanish-Language Broadcasting Authority




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# OFFICIAL 2026 MEDIA KIT

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9111 Cross Park Dr. Building D, Suite #255  
Knoxville, Tennessee 37923  
Tel 865-455-2267





# Audience & Demographics

## Listeners

### Gender

55% Female  
 45% Male

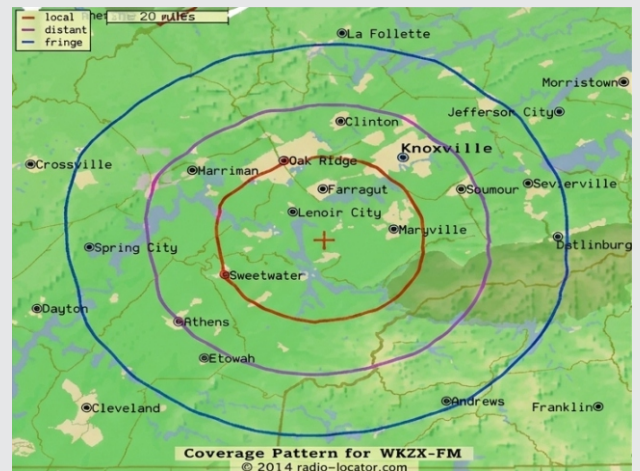
### Household Income

30% Under \$30,000  
 40% \$30,000–\$50,000  
 30% \$50,000+

### Age Groups

18–24: ~25%  
 25–34: ~30%  
 35–44: ~20%  
 45+: ~25%

## COVERAGE AREA



## Reach

La Líder WKZX 93.5 FM serves the Hispanic community throughout eight counties in East Tennessee (Knox, Loudon, McMinn, Roane, Blount, Monroe, Campbell & Anderson).

The station reaches an estimated 300,000 Hispanic listeners across East TN — making it a powerful and culturally relevant broadcast platform for businesses who want to engage this growing audience.

As the only full-time all-Spanish radio station in the region, La Líder provides music, news, contests, and community-focused programming 24/7

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# Programming Schedule 2026

## Monday - Friday

Be a sponsor on our news, on the hour.

- **Flash informativo**  
Local news everyday of the week.  
Every day, on the hour.
- **Las Buenas de Jess**  
8:00 AM - 9:00 AM
- **El Show del Terrible**  
9:00AM - 12:00PM
- **EL Show de Erazno y la Chokolata**  
5:00 PM a 8:00 PM



## Saturday

**A Toda Banda**  
7:00 AM to 8:00 AM

**Top Regional**  
12:00 PM - 2:00 PM

**Sean Lewis Show**

**Saturday and Monday  
programming.**  
12:00 PM - 12:30

**Sabados en Vivo con Mercedes Cuevas**  
4:00 PM - 7:00PM

**El Show de DJ Wiz**  
8:00 PM - 9:00 PM

## Sunday

**Conexion Amor from 7PM to 9PM**

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# Advertising Opportunities with La Líder WKZX 93.5 FM

## Exposure

Reach the Hispanic Community in East Tennessee through our trusted and engaging Spanish-language platform. Your brand can connect with listeners on FM radio, online, and even on Alexa-enabled devices, ensuring maximum reach and engagement.

### 30-Second & 60-Second Commercial Spots

Maximize your brand's impact with professionally produced radio commercials. La Líder WKZX 93.5 FM offers 30- and 60-second spots designed to capture attention, build trust, and drive action with our Hispanic audience across East Tennessee.

## Production

**Professional Production:** Voice talent, music, and sound design included for all commercials.

**Flexible Packages:** Campaigns available from 4 weeks up to 52 weeks — perfect for short-term promotions or full-year brand presence.

**Prime Air Times:** Reach peak audiences during popular shows for maximum exposure.

**Culturally Relevant Messaging:** Content tailored to resonate with the Hispanic community, creating connection and credibility.



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## Contact & Sponsors

### Take the Next Step

Connect with La Líder WKZX 93.5 FM to start your advertising campaign today.

Mercedes Cuevas –  
Sales & Marketing Manager

Cell: (865) 455-2267  
Email: [mercedeswkzx@aol.com](mailto:mercedeswkzx@aol.com) |  
[mercedes@laliderwkzx.com](mailto:mercedes@laliderwkzx.com)

Station Address: La Líder WKZX 93.5 FM  
9111 Cross Park Dr., Building D,  
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### Partners

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RNR Tire Express  
Tennessee Valley Fair  
Beaty Chevrolet

City of Knoxville  
Viskase  
Hubbell Power Systems  
Lenoir City Ford  
Sean Lewis Immigration Attorney  
Taco Madres

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