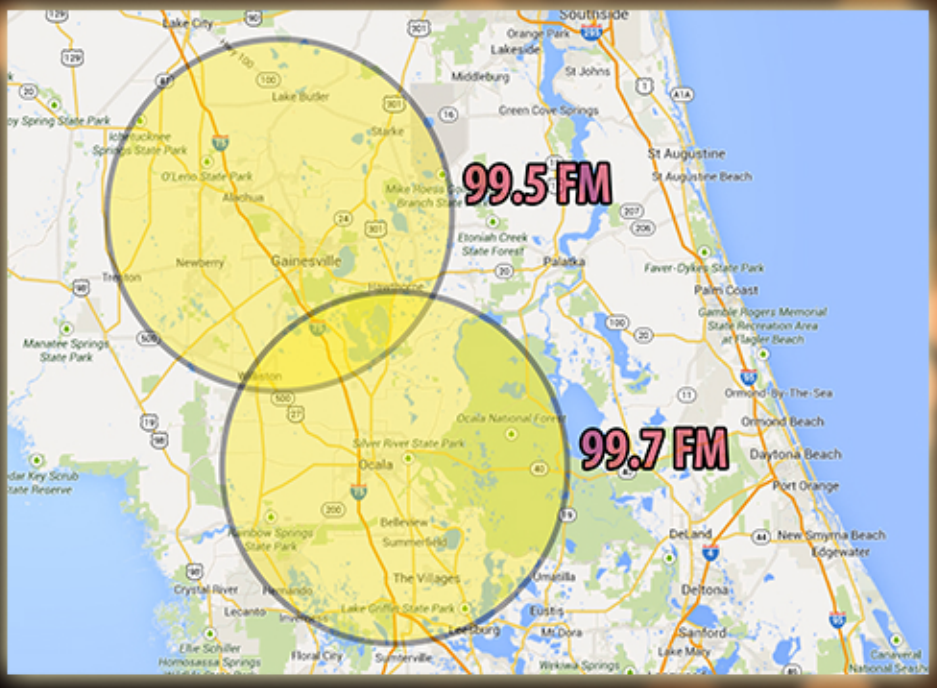
Gold fm 99.5 99.7
Timeless Favorites

**GOLD 99 FM = Great Music And Great Memories!**

**The Adult Standards format is one of the most successful in radio, with a large, upscale group of listeners. The format attracts an active, loyal audience that controls 89% of America's wealth. GOLD 99 FM's music is skillfully blended by our seasoned on-air personalities, who make this format shine. Combine all of that with an exceptionally loyal online listener base, and you have the perfect vehicle to reach the "Boomers" who are in love with the sound of GOLD 99 FM!**

**There are over 250,000 people over the age of 45 in the Ocala/Gainesville Market. That is 50% of the population. Advertisers cannot afford to ignore this huge demographic, which purchases big ticket items such as Luxury Cars, Jewelry, Furniture, Etc..**




## CORE ARTISTS:

- The Beatles
- Barbara Streisand
- Neil Diamond
- The Carpenters
- Lionel Richie
- Frank Sinatra
- Celine Dion
- Barry Manilow
- Carly Simon
- Michael Buble
- Diana Krall
- Dionne Warwick
- Harry Connick, Jr.

RDA Broadcast Holdings, LLC ~ 1306 East Silver Springs Blvd. Ocala, FL 34470~ Phone 352.414.5230