



connecting with consumers

THE STRENGTH OF JOHN TESH

**the john tesh
radio show**

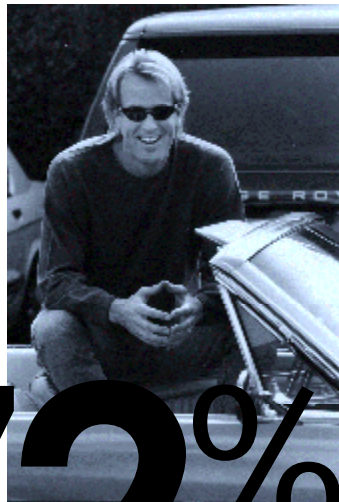
Music and Intelligence for your Life



B106.7

TODAY'S BEST MUSIC
& YESTERDAY'S FAVORITES

the strength of John Tesh



For the past 10 years, John Tesh's dreams have branched out to include his syndicated radio show "Intelligence For Your Life," which reaches more than 14.5 million listeners per week on over 300 stations across the U.S., Canada and the U.K. His advertising and marketing company, TeshMedia, handles clients such as numerous Fortune 500 companies, including General Motors, Home Depot, Macy's, Kohl's PetSmart, Amway, Geico Insurance and PetSmart. Tesh's book "Intelligence for Your Life: Powerful Lessons for Personal Growth", has spent time on the New York Times, USA Today, Publisher's Weekly, Wall Street Journal & Amazon.com best-seller lists.

The impetus for "Intelligence for Your Life" was Tesh's wife, actress Connie Sellecca, whose nightstand was covered with issues of Oprah's Magazine, "O". "We wanted to create a show for people like her, who don't have time to read all that, but are interested in being better in everything they do," he says. "There is so much information out there, but not enough information about how to find it, and where to go with it. The idea was to create a business where we could be curators who pick and choose the information that we think our audience would like to hear about. If you couldn't get to those magazines, we, along with the researchers we hired, could do it for you. People have called me the "Oprah of radio", but the difference is that our pieces are sometimes very short, like two minutes, or even 25 seconds—all geared at motivating listeners to move forward...it's all about passion and purpose. If something I share can help save someone's marriage, inspire someone to go to the doctor to get checked out, or spend more time with their kids, I've done my job."

72%

Of Listeners Said
They Tell Their Friends Things About
Their Favorite On-air Radio Personality



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Due to the intimate relationships formed between host and audience, personality endorsements typically increase response by up to

400 % over non-endorsed products & services.



Source: Robinson Radio Networks, Alan Burns & Associates 2011



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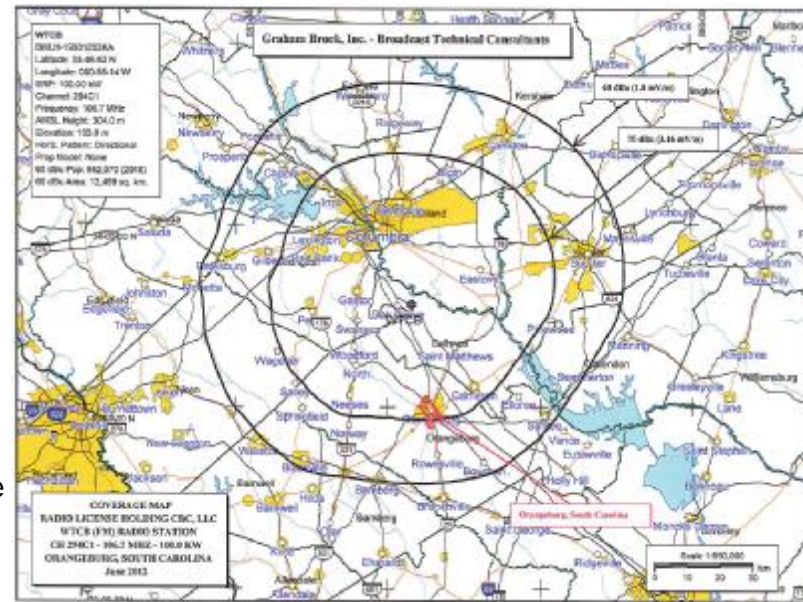


ü**Unique:** Providing Central South Carolina with well-researched and listener-friendly Adult Contemporary music that features many of today's most popular artists with legendary hits that make it one of Columbia's most popular stations for commuters and in-office listening.

ü**Targeted:** Delivering Columbia's influential, educated 25 to 54 year old audience, skewing Female.

ü**Interactive:** From being highly-involved with advertiser promotions, remote broadcasts, and community-service events to the digital platforms, web content, mobile listening and daily contesting, the station is constantly providing listener involvement at every level.

ü**Coverage Area:** As a 100,000 watt FM, B106's coverage area smothers the Columbia, SC Metro area (Richland and Lexington Counties), and covers a vast majority of the state of South Carolina. Additionally, it's also important to recognize the strength of the on-air and on-line listening combines for nearly 70,000 consumers accessing B106.7 via their radios, desktops and mobile devices from around the globe.



spending power

WTCB reaches 11.6% of all Adults 18+ in the Columbia Metro each week;
and they spend over \$961,000,000 annually in Columbia area retail stores...



Over \$4 million a month spent in Building Materials and Garden Equipment (including Outdoor Power Equipment, Paint and Wallpaper stores)

\$1.7 million per month spent on sporting goods, hobby and toy stores, musical instruments and supplies and book stores



\$20.2 million per month in grocery and convenience stores, full-service and quick-serve restaurants, and beer, wine and liquor stores



\$3.8 million per month spent on clothing and shoes and in jewelry stores



\$30.7 million per month spent in hospitals, pharmacies, drug stores, optical care and goods and cosmetic beauty supplies

\$1.5 million a month spent on computers, software, appliances, camera and photographic supplies and other electronics



\$17.3 million per month spent with new and used auto dealers, boats, RVs and motorcycles and auto parts and accessories

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This personality endorsement program is a 26-week campaign including the following elements:

- Fixed position sixty second (:60) commercials, Monday through Friday, 7pm until 12am (other dayparts are available as part of the minimum monthly investment)
- Two (2) sixty second (:60) on-air and two (2) sixty second (:60) streaming endorsement commercial(s) per day
- Each sixty second (:60) second “simulated” live commercial will be voiced by John Tesh and run in the premium “first position—the first commercial in the break”. John will provide one (1) unique :60 commercial per quarter.
- 300 x 250 companion banner including a link to your website, video pre-roll or floating ads runs concurrently with your on-air and streaming commercials.

Digital integration improves the effectiveness of endorsements

- Streaming ads reach our most loyal listeners and can be executed with different copy to drive on-line sales.
- Video Pre-Roll is a great way to visually show our talent interacting with your brand or product + it can't be skipped!
- Display banners can be co-branded with the client and talent image. These run throughout our sites so our audience is exposed to your message, wherever they may be on the site.

	WEBSITE		STREAMING		DATABASE	SOCIAL MEDIA		MOBILE
	Page Views	Unique Visits	Sessions	Cume	Email Subscribers	Facebook	Twitter	
WTCB-FM	5,951	3,398	15,977	2,206	12,897	2,705	533	824



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WTCB-FM		Monday	Tuesday	Wednesday	Thursday	Friday	Weekend	Weekly Total
Monday through Friday, 7pm until 12am	:60 Live On-Air Endorsement	2x	2x	2x	2x	2x		10x
Monday through Friday, 6am until 7pm	:60 Recorded On-Air Commercial	2x	2x	2x	2x	2x		10x
Saturday/Sunday 6am-7pm	:60 On-Air Recorded Commercial						4x	4x
Monday through Friday, 7pm until 12am	:60 Live Streaming Endorsement	2x	2x	2x	2x	2x		10x
Monday through Friday, 6am until 2pm	:60 Streaming Recorded Commercial	2x	2x	2x	2x	2x		10x
Saturday/Sunday, 6am-7pm	:60 Streaming Recorded Commercial						4x	4x
Daily Total		8x	8x	8x	8x	8x	8x	48x



This 26 week multi-platform campaign featuring terrestrial, streaming and digital assets will reach 19.3% of all adults over the age of 35 in Columbia (66,500) a minimum of 26.9 times; and, the 3,030 desktop and mobile device consumers of B106.7 (our most loyal and engaged listeners) along with nearly 3,400 unique visitors to www.B106FM.com each month.

As one of premium John Tesh Endorsement clients, here are the contractual minimum requirements:

- § A custom-designed, six month advertising commitment/investment, created to deliver an above average weekly Reach and Frequency on B106.7 (including a quarterly Talent fees of \$500 per :60 Endorsement);
- § The campaign includes on-air and streaming commercials plus one Digital element on www.B106FM.com (i.e., banner ad or video pre-roll, etc.); and,
- § a weekly investment of \$970.00 for a 26 week minimum campaign.

