

Dr. Tom Roselle *Live!*



Dr. Tom Roselle Live! airs every Sunday at 12 noon on WMAL News Talk 105.9 FM / AM 630 / wmal.com in Virginia, Maryland and Washington, DC and is also available and at drtomroselle.com

105.9 FM
WMAL
AM 630

2016 Sponsorship Overview

Contact Information:

Tina Harlan, Project Manager

Direct: 703-278-2273

Email: dtr@drtomroselle.com

www.drtomlive.com

www.drtomroselle.com

Dr. Tom Roselle *Live!*

Biographical Profile

About Dr. Tom Roselle:

Dr. Tom Roselle, D.C., PAK, PAc, DCCN, DCBCN is an integrative health & wellness expert, author, talk show host, practicing health care professional, facility director, philanthropist and Chairman of the International College of Applied Kinesiology. He is well known for his mid-Atlantic health radio talk show, "Dr. Tom Roselle Live!," his acclaimed self-health book, "Ageless Health: Health Is A Do-It-To-Yourself Program" and his twice Emmy® award nominated television broadcast, "Ageless Health - The Special."

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Program Information

Program and Show:

Dr. Tom Roselle Live! airs every Sunday at 12 noon on WMAL News Talk 105.9FM and AM 630 in Washington, D.C. The show is also available via wmal.com stream, youtube and on-demand at drtomroselle.com

Program Description:

Dr. Tom Roselle Live! is a weekly health news show. The program features news and information on Chiropractic, Acupuncture, Nutrition and many other aspects of functional and alternative medicine, integrative and holistic health care to help achieve an optimal state of health and wellness.

Estimated Weekly Listeners:

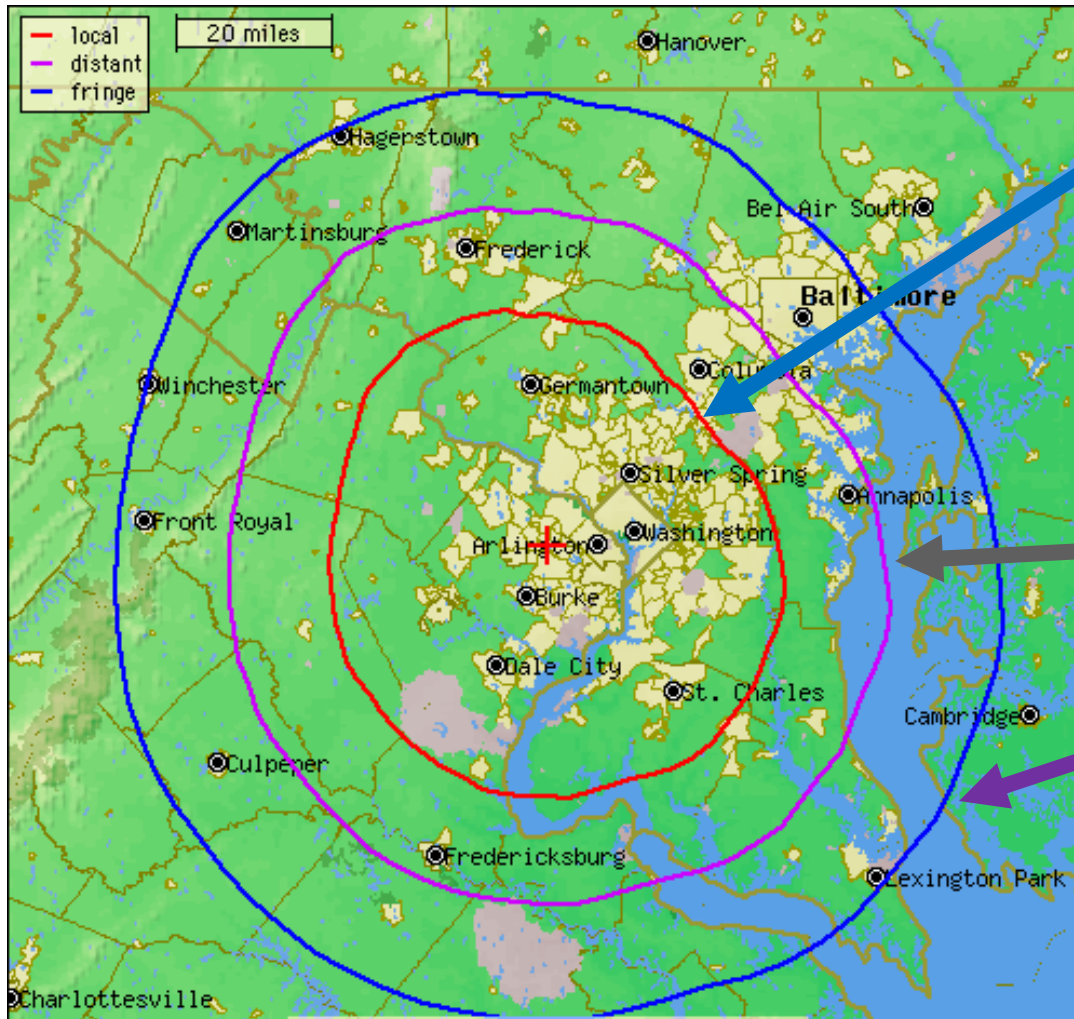
20,000+ weekly (all broadcast platforms)

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WMAL NEWS TALK 105.9 FM'S SIGNAL & COVERAGE



Reach WMAL listeners anywhere in Washington DC. WMAL's signal covers the DC metro area making sure that your message is heard in the market!

WMAL also reaches beyond the metro...east past the Chesapeake Bay, north to Baltimore, west of Northern Virginia and into West Virginia!

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News Talk is the Format of Engagement

- News Talk delivers a highly qualified audience – Well educated and affluent listeners.
- News Talk allows frequency of message – News Talk consistently delivers the highest “Time Spent Listening” in radio.
- News Talk is intrusive, active and foreground - Reach engaged listeners. Commercial messages tend to have higher awareness, recall and retention on News Talk than most other traditional radio formats.
- News Talk is “information radio” 24/7/365 - A constant delivery of credible news and information anticipated by listeners. Your message is trusted in this educational environment.

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Audience Profile

- 55% male and 45% female
- **High geographic penetration in Virginia, Maryland and DC with core in Northern Virginia and Montgomery County.**
- A majority have 4-year university degree or better
- Core age range from 35-64
- Many own one or more homes
- Have children or teens
- Above market average income earners
- Affluent, self improvement interests, very health and wellness active and they are discerning readers of ingredient labels
- Large purchasers of organic foods and health supplements, natural living products and self improvement awareness and education materials.

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Reach Educated Affluents

<u>Above Average Income Earners!</u>	DTR	Index
HH income \$75,000+	71.0%	115
HH income \$100,000+	56.3%	123
HH income \$150,000+	30.0%	118

<u>Highly Educated</u>	DTR	Index
Post graduate	27.6%	133
College graduate or more	56.2%	126

<u>Real Estate</u>	DTR	Index
Own residence	87.4%	124
Home Value is \$300,000+	65.6%	133
HH has any investment	77.0%	122
Home Value, \$350,000+	59.8%	145
Home Value, \$500,000+	36.2%	162
Home Value, \$1,000,000+	4.8%	161

<u>Travel Enthusiasts!</u>	DTR	Index
Type of trip taken (3 yrs)		
Eductnl/hstricl/cultrl/hrtage trip	16.0%	106
Ocean shore or lake vacation trip	50.0%	116
Took snow/skiing vacation trip	6.6%	179

HOW TO READ:

77% of Dr. Tom Roselle's Listeners own investments in their household.
22% are more likely than the market average household to own investments.

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What Products Do Well

Natural health foods, supplements, raw ingredients, natural (credible) weight loss products (no junk, no fillers), home fitness equipment, herbs, natural remedies, health education courses, diagnostics, self improvement, eco-conscious products, energy conservation, renewable energy, green home products, natural body care, natural skin care, organic gardening, sustainable living, fitness, yoga, Pilates and meditation. Media items, books and natural health products do very well.

Dr. Tom Roselle Live! PROHIBITS ads promoting products that contain: HFCS, yeast extract, MSG, aspartame, sucralose, sodium nitrite, hydrogenated oils, chemical pharmaceuticals, toxic perfumes and fragrance chemicals, etc. All advertisements must be approved by Dr. Tom Roselle.

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What sets Dr. Tom Roselle Live apart from traditional media?

- **Active, Programming Environment:**

More than just headline news and information, *Dr. Tom Roselle Live!* is an expert in health and wellness care, discussing issues that are current and relevant to listeners, in a credible and engaging environment.

- **Influential & Highly Educated Audience:**

Dr. Tom Roselle Live! listeners are educated and affluent. They maximize quality opportunities in order to grow and maintain their lifestyles.

- **Consumer Engagement:**

On-air, online, on-site. *Dr. Tom Roselle Live!* engages his listeners and invites active participation to the show, as well as his free weekly lectures and event appearances.

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2016 Sponsorship Opportunities

- **Dr. Tom Roselle *Live!*** – Become an on-air sponsor of one of the most popular topic shows on WMAL. 30 second “in show” units are available for sponsorship with a minimum of 13 week commitment.
- **Dr. Tom Roselle *Live! On-Demand*** – Be a part of *Dr. Tom Roselle Live! On Demand* made available at drtomroselle.com. *Dr. Tom Roselle Live!* has an estimated 10,000 downloads a year on several on-demand internet platforms.
- **Drtomroselle.com Internet Marketing** – Become a featured sponsor on drtomroselle.com with rich digital display advertisements, advertorial content, streaming commercial announcements, as well as customized sponsorships.
- **Ageless Health Annual Symposium & Conference** - Take part in an exciting event that attracts over 250 attendees. This day long event has been a highly anticipated event for the past 12 years.
- **Dr. Tom Roselle Email Marketing** – Deliver your message to 2,500+ opt-in email subscribers.
- **Dr. Tom Roselle Web Store** – Showcase your product in Dr. Tom Roselle’s online web store.

Dr. Tom Roselle Live! *52-Week Radio Sponsorship*

Target the right consumers and the loyal listening audience of Dr. Tom Roselle Live! Targeting the "right audience" means a quality advertising. Invite Dr. Tom Roselle's affluent, educated and health conscience audience to your business!

Your Business will receive:

- ❖ 1x :30 commercial in *Dr. Tom Roselle LIVE!*
- ❖ 1x :30 commercial in *Dr. Tom Roselle LIVE!*
- Stream and On-Demand*
- ❖ 1x Cube ad on drtomroselle.com front page and company description
- ❖ Production of a :30 radio commercial advertisement.

Added Value:

- ❖ Table Sponsorship at Ageless Health Annual Event (October)
- ❖ Ad in Ageless Health Event Program
- ❖ Name inclusion in supporting micro sites
- ❖ Two Passes to Ageless Health 2016

Total Sponsorship Value: \$17,000 / NET

52-Week Sponsorship Cost: \$12,000 / NET

Est. Total Net Weekly Cost: \$230.75

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Dr. Tom Roselle Live! Internet Marketing Sponsorships

Budget marketing and advertising by way of targeting an engaged consumer can be very successful with the right information message. Educate and attract a health & wellness prospect with Dr. Tom Roselle.

Description:	Cost:
Dr. Tom Roselle Live! On-Demand at roselleradio.com and drtomroselle.com (One:30 second commercial & one synched cube ad in-player with text link display. Additional logo on drtomroselle.com sponsor page. *52-week sponsorship	\$2,000
728 x 90 Banner w/hyperlink at drtomroselle.com ▪ 52-week sponsorship	\$2,000
Featured Article with sponsorship 300x250 cube ad at drtomroselle.com . Link included. ▪ 52-week sponsorship	\$2,000
Email newsletter inclusion to 2500+ opt-in subscribers. Logo and less than 50 words with link.	\$200/per email blast
Ageless Health Event Sponsorship: onsite sponsorship includes a table and two chairs and company name mention in Ageless Health 2013 Program. This day long conference and symposium tickets 250 attendees each year.	\$500/sponsor

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CONTACT INFORMATION

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Office & Advertising Payments To:

Conrella Inc.

c/o Dr Tom Roselle *Live!*

8550 Arlington Blvd. #325

Fairfax, VA 20187

Office#: 703-698-7117

Additional Contacts:

Dr. Tom Roselle, CEO, Program Host

Connie Kern, Chief Operating Officer

Tina Harlan, Project Manager

*Thank you for your
review and consideration!*

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