

# Dr. Tom Roselle Live!



105.9 FM  
**WMAL**  
AM 630

## 2018 Sponsorship Overview

### Contact Information:

Tina Harlan, Project Manager

Direct: 703-278-2273

Email: [dtr@drtomroselle.com](mailto:dtr@drtomroselle.com)

[www.drtomlive.com](http://www.drtomlive.com)

[www.drtomroselle.com](http://www.drtomroselle.com)

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

# Dr. Tom Roselle *Live!*

## Biographical Profile

### About Dr. Tom Roselle, DC:

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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# Dr. Tom Roselle Live!

## 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](http://wmal.com) stream, youtube and on-demand at [drtomroselle.com](http://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:

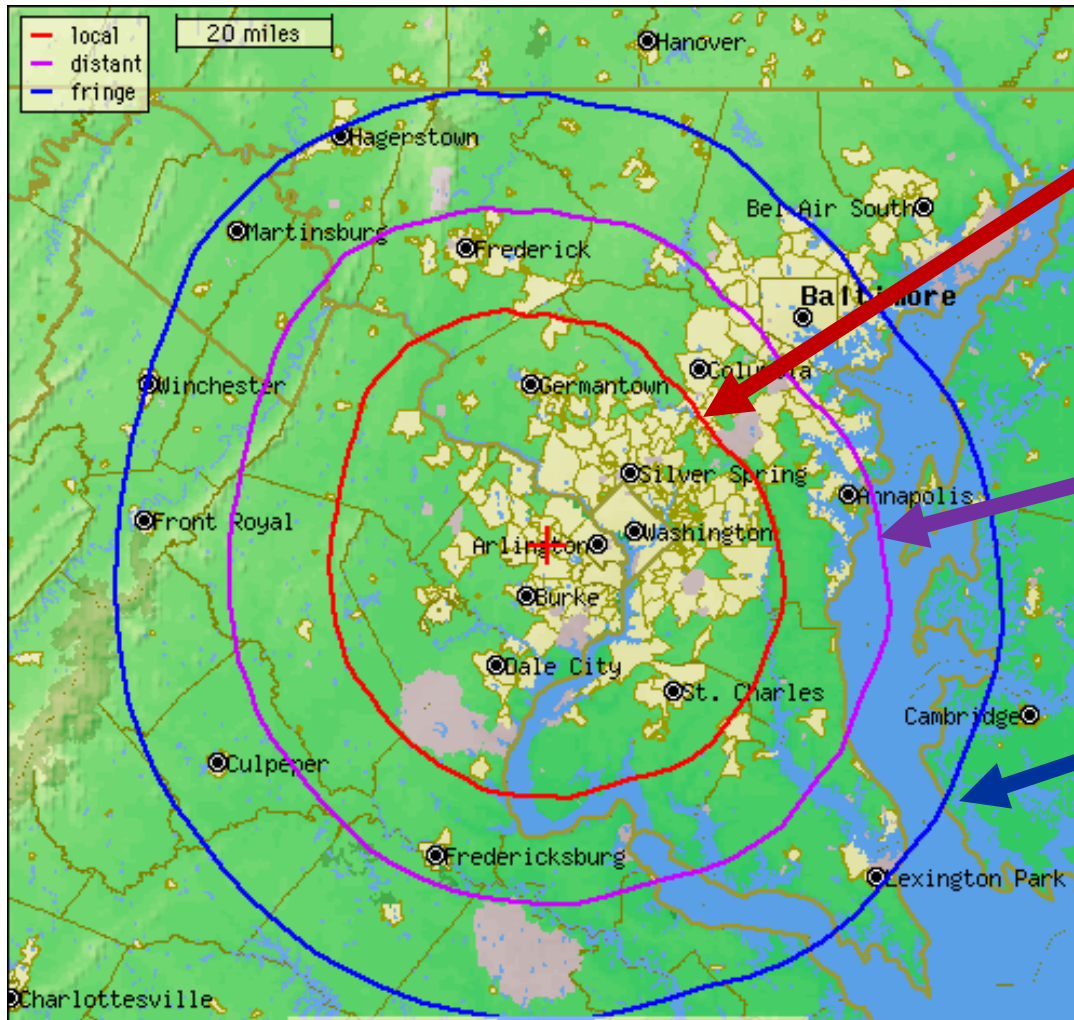
20,000+ weekly (all broadcast platforms)

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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 covers immediate fringe of the DC metro area as well as populated suburbs and rural areas of Virginia and Maryland.**

**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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## Dr. Tom Roselle Live!

### 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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# Dr. Tom Roselle *Live!*

## 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 one or more child in home
- 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.

# Dr. Tom Roselle Live!

## Reach Educated Affluent Listeners

### Above Average Income Earners!

	<b>DTR</b>	<b>Index</b>
HH income \$75,000+	71.0%	115
HH income \$100,000+	56.3%	123
HH income \$150,000+	30.0%	118

### Highly Educated

	<b>DTR</b>	<b>Index</b>
Post graduate	27.6%	133
College graduate or more	56.2%	126

### Real Estate

	<b>DTR</b>	<b>Index</b>
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

### Travel Enthusiasts!

	<b>DTR</b>	<b>Index</b>
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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## Dr. Tom Roselle Live!

### 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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## Dr. Tom Roselle Live!

### 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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# Dr. Tom Roselle Live!

## 2018 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, roselleradio.com, drtomlive.com, facebook.com, twitter.com and youtube.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 300 attendees. This day long event has been a highly anticipated event for the past 15 years.
- **Dr. Tom Roselle Email Marketing** – Deliver your message to 3,750+ opt-in email subscribers.
- **Dr. Tom Roselle Web Store** – Showcase your product in Dr. Tom Roselle’s online web store at rosellecare.com.

## *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 social media platforms
- ❖ 1x:30 commercial in Dr. Tom Roselle LIVE podcast at drtomlive.com
- ❖ 1x Cube ad on drtomroselle.com front page and company description
- ❖ Production of a :30 radio commercial advertisement.

### **Interactive Added Value:**

- ❖ Inclusion in one email blast (\$3750 + subscribers)
- ❖ One written blog post at drtomroselle.com and rosellecare.com.
- ❖ All shared on social media platforms and business tag.

Total Sponsorship Value: \$20,000 / NET  
**52-Week Sponsorship Cost: \$15,000 / NET**  
Est. Total Net Weekly Cost: \$288.46

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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 <a href="http://roselleradio.com">roselleradio.com</a> and <a href="http://drtomroselle.com">drtomroselle.com</a> (One:30 second commercial & one synched cube ad in-player with text link display. Additional logo on <a href="http://drtomroselle.com">drtomroselle.com</a> sponsor page. ▪ <b>52-week sponsorship</b>	\$4,000
728 x 90 Banner w/hyperlink at <a href="http://drtomroselle.com">drtomroselle.com</a> ▪ <b>52-week sponsorship</b>	\$2,500
Featured Article with sponsorship 300x250 cube ad at <a href="http://drtomroselle.com">drtomroselle.com</a> . Link included. ▪ <b>52-week sponsorship</b>	\$2,500
Email newsletter inclusion to 3750+ opt-in subscribers. Logo and less than 80 words with link.	\$500/per email blast
Ageless Health Event Sponsorship: onsite sponsorship includes a table and two chairs and company name mention in Ageless Health 2018 Program. This day long conference and symposium tickets 400 attendees each year.	\$1,000/sponsor

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### **Office & Advertising Payments To:**

Conrella Inc.

c/o Dr Tom Roselle *Live!*

8500 Executive Park Avenue

Suite 300

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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