



# 2010 MEDIA PACKAGE



# **Why Advertise** **On** **The Dr Laura Program**

**Dr. Laura is the # 1 Female talk show host nationwide.**

**Dr. Laura has a proven track record to outperform other talk show hosts nationwide.**

**Dr. Laura can deliver ratings and revenue.**

**Dr. Laura maintains a loyal fan base and reaches her audience like no other host..a magnet for female listeners 25-54**

**Dr. Laura is one of radio's most identifiable personalities.**

**Dr. Laura has a competitive edge in the realm of talk radio and is counter-programming to political talk.**

**Dr. Laura is an anchor for Family Values.**

104.5 FM 96.9 FM  
**SUPERTALK**  
**wbrg**  
 AM 1050

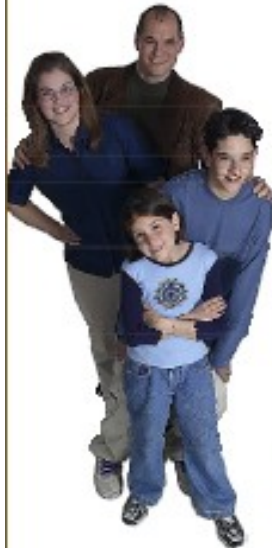
**The  
 Sports  
 Authority**



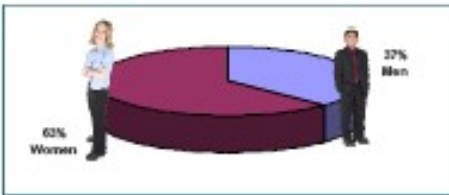
## Focus on the Family Daily Radio Program

Sound advice for families...delivered each weekday from America's foremost spokesman for the family, Dr. James Dobson.

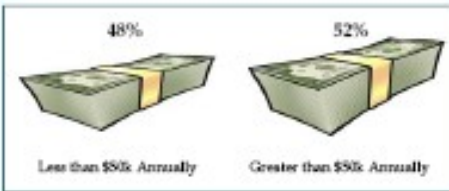
With insights on teens, tweens and toddlers; helps for husbands and wives; plus advice about how today's trends will affect families, "Focus on the Family" with Dr. James Dobson has become one of today's most recognized radio programs.



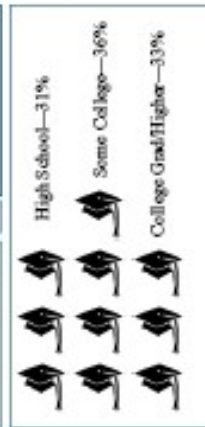
### Audience Profile



Audience Gender



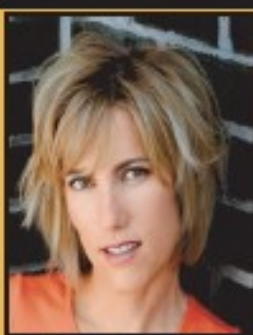
Household Income



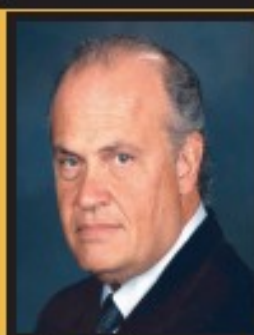
Education



[FocusOnTheFamily.com](http://FocusOnTheFamily.com)



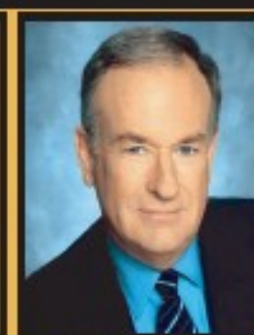
Laura Ingraham  
Mon-Fri 9am-12noon



Fred Thompson  
Mon-Fri 12-2pm



Dr. Laura Schlessinger  
Mon-Fri 3-6pm



Bill O'Reilly  
Mon-Fri 8am, 5pm

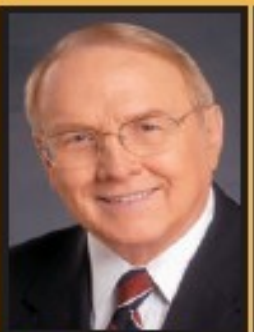
104.5 FM 96.9 FM  
SUPERTALK

wbrg  
AM 1050

The  
Sports  
Authority



Dave Ramsey  
Mon-Fri 8-9am



Dr. James Dobson  
Mon-Fri 6:30am &  
7:30am



Mike Gallagher  
Mon-Fri 2-3pm



Dennis Miller  
Mon-Fri 6-9pm

Call Brent Epperson

434-401-0230

# **THE SPORTS AUTHORITY**

**VIRGINIA TECH FOOTBALL**

**NFL WILDCARD WEEKEND  
AND PLAYOFFS**

**THE INDY 500**

**THE ACC TOURNAMENT**

**WASHINGTON WIZARDS**

**THE NFL TODAY**

**MONDAY NIGHT FOOTBALL**

**NFL SUNDAY'S BEST GAMES**

**EC GLASS FOOTBALL**

**THE MASTERS**

**HOKIE SPORTS UPDATE**

**THE PGA CHAMPIONSHIP**

**NOTRE DAME FOOTBALL**

**THE TRIPLE CROWN**

**REDSKINS JOURNAL**

**INDY RACING LEAGUE**

**SPRINT CUP QUALIFYING**

**US OPEN**

**NFL SUNDAY NIGHT GAMES**

**ACC FOOTBALL & BASKETBALL**

**BRICKYARD 400**

**MAJOR COLLEGE FOOTBALL  
GAMES OF WEEK**

**DUKE BASKETBALL**

**NCAA MARCH MADNESS**

**AND THE FINAL FOUR**

**NCAA CONFERENCE FINALS**

**NFL PREVIEW**

**VA HIGH SCHOOL REPORT**

**NCAA FOOTBALL INSIDER**

**HERITAGE FOOTBALL**

**NCAA WOMEN'S FINAL FOUR**

**THE OLYMPIC GAMES**

**SELECTION SUNDAY**

**THE NFC & AFC CHAMPIONSHIPS**

**NFL INSIDER**

**SPRINT CUP RACING**

**THE SUPER BOWL**

**ACC FOOTBALL CHAMPIONSHIP**

**BALTIMORE ORIOLES**

**BRITISH OPEN**

# DEMOGRAPHICS

## GENDER

MALE	60%
FEMALE	40%

## AGE

UNDER 18	18%
18-24	17%
25-34	26%
35-44	21%
45-54	12%
55+	6%

## MARITAL STATUS

MARRIED	59%
SINGLE	29%
DIVORCED/WIDOWED	12%

## RESIDENCE

OWNER	66%
RENTER	30%
OTHER	4%

SOURCES: SIMMONS MARKET RESEARCH BUREAU INC.  
PERFORMANCE RESEARCH

# DEMOGRAPHICS

## INCOME

UNDER \$15,000	10%
\$15,000-25,000	22%
\$25,000-35,000	25%
\$35,000-50,000	21%
\$50,000-75,000	14%
\$75,000+	8%

## OCCUPATION

PROFESSIONAL	30%
MANAGERIAL	17%
SKILLED LABOR	37%
UNSKILLED LABOR	6%
UNEMPLOYED/RETIRED	7%
OTHER	3%

## EDUCATION

COLLEGE GRAD	46%
HIGH SCHOOL GRAD	84%
HIGH SCHOOL OR LESS	16%

SOURCES: SIMMONS MARKET RESEARCH BUREAU INC.  
PERFORMANCE RESEARCH

# TALK RADIO AUDIENCE RESEARCH PROJECT

## GENDER

MALE	53%
FEMALE	47%

## AGE

12-17	3%
18-34	15%
35-44	21%
35-44	25%
25-34	24%
65+	12%

## ETHNICITY (NON ETHNIC TALK RADIO)

WHITE	66%
BLACK	18%
HISPANIC	7%
ASIAN	6%
OTHER	3%

## EDUCATION (18+)

DIDN'T FINISH HIGH SCHOOL	5%
HIGH SCHOOL GRADUATE	22%
1 YEAR COLLEGE	17%
2 YEARS COLLEGE	14%
3 YEARS COLLEGE	10%
COLLEGE GRADUATE	18%
SOME GRAD SCHOOL	14%

# LIVE REMOTE EVENTS

- JUNE 2009 MCDONALD'S DAVID WATSON, 434-665-5600
- MAY 2009 LIGHT CHIROPRACTIC DR. TODD MCDOWALL, 434-665-1175
- OCT 2008 LIGHT CHIROPRACTIC DR. TODD MCDOWALL, 434-665-1175
- JUNE 2008 LIGHT CHIROPRACTIC DR. TODD MCDOWALL, 434-665-1175
- MAY 2008 ECK SUPPLY CARL LEWIS, 434-942-9703
- MAY 2008 TADS FUELS TODD RAMSEY, 434-941-1355
- NOV 2007 ECK SUPPLY CARL LEWIS, 434-942-9703
- OCT 2007 HAJOCA BRIAN RHODES, 434-546-0963
- SEPT 2007 ECK SUPPLY RON MAYBAUM, 540-357-3840
- AUG 2007 ECK SUPPLY CARL LEWIS, 434-942-9703
- JULY 2007 FERGUSON PAT FERGUSON, 434-942-9800
- APRIL 2007 MCDONALDS DAVID WATSON, 434-665-5600
- DEC 2006 FOODLAND TODD RAMSEY, 434-941-1355
- NOV 2006 ECK SUPPLY CARL LEWIS, 434-942-9703
- SEPT 2006 FERGUSON PAT FERGUSON, 434-942-9800
- AUG 2006 SATURN KEITH COX, 434-221-9829
- MAY 2006 FERGUSON PAT FERGUSON, 434-942-9800
- APRIL 2006 ECK SUPPLY CARL LEWIS, 434-942-9703
- MAR 2006 MCDONALD'S DAVID WATSON, 434-665-5600
- DEC 2005 LYNCHBURG TIRE RON STONE, 434-847-7735  
SCOTT DRUMHELLER, 929-1082
- OCT 2005 MCDONALD'S DAVID WATSON, 434-665-5600
- SEPT 2005 ECK SUPPLY CARL LEWIS, 434-942-9703
- JULY 2005 QUIZNOS JOHN KNAUS, 434-258-2788
- MAY 2005 DAV FURNITURE BRIAN BEAGLE, 434-314-9292
- DEC 2004 MCDONALD'S DAVID WATSON, 434-665-5600
- NOV 2004 CHICK FIL-A KEITH BALLENGEE, 434-546-3594

**WBRG SUPERTALK RATE CARD**  
**RATE CARD #35**  
**MARCH 1, 2009**

**SPOT RATES**

**R.O.S. (50% IN DRIVE TIME)**

60 Sec.	62.00
30 Sec.	50.00

**DRIVETIME (5 - 10 AM & 3 - 7:30 PM)**

60 Sec.	65.00
30 Sec.	53.00

**NIGHT TIME (7:30 PM - 1 AM)**

60 Sec.	55.00
30 Sec.	45.00

**SPONSORSHIP RATES**

<b>NEWSCAST</b>	<b>71.00</b>
<b>WEATHERCAST</b>	<b>66.00</b>
<b>SPORTSCAST</b>	<b>66.00</b>

Sponsorships include :30 sec. ad and an opening

## **MINISTRY/CHURCH PROGRAMS**

- 15 MINUTES \$ 25**
- 30 MINUTES \$ 50**
- 45 MINUTES \$ 75**
- 60 MINUTES \$100**

**10 EVANGELISTIC FEATURES X :60 SEC/WEEK**

**40-50/MONTH: \$62.50**

**18 EVANGELISTIC FEATURES X :60 SEC/WEEK**

**80 – 100/MONTH: \$100.00**

# TALK RADIO AUDIENCE RESEARCH PROJECT

## POLITICAL PHILOSOPHY

ULTRA CONSERVATIVE	7%
CONSERVATIVE	14%
MODERATE	27%
FISCAL CONSERVATIVE/ SOCIAL LIBERAL	19%
LIBERAL	14%
ULTRA LIBERAL	2%
DEPENDS ON ISSUE	8%

## POLITICAL PARTY

REPUBLICAN	25%
DEMOCRAT	21%
LIBERTARIAN	4%
INDEPENDENT	46%
OTHER	4%

## VOTED IN 2008 (THOSE QUALIFIED)

YES 72%

NO 28%

## ANNUAL HOUSEHOLD INCOME

UNDER 20G	6%
20-30G	10%
30-40g	13%
40-50G	13%
50-60G	15%
60-70G	14%
70-80G	13%
80-90G	5%
100G+	3%

**DRIVETIME  
SUPERTALK  
AND  
EVERY SPORTING EVENT**

**40/50 X :30 SEC.  
20/25 X :60 SEC.  
\$250 / MONTH**

**80/100 X :30 SEC.  
40/50 X :60 SEC.  
\$350 / MONTH**

**120/150 X :30 SEC.  
60/75 X :60 SEC.  
\$450 / MONTH**