

PREMIERE
RADIO NETWORKS



THE
BOB & TOM
SHOW



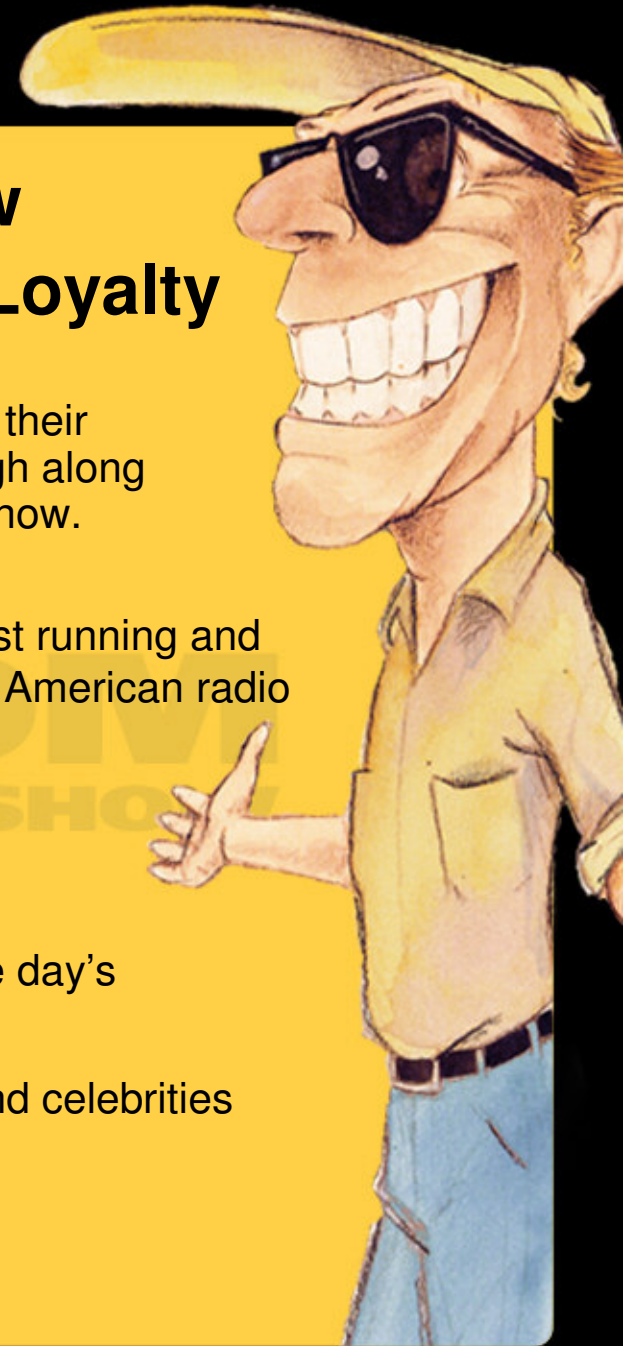
The Bob & Tom Show Big On Laughs & Listener Loyalty

Every week over 5 million listeners turn their radio dials to The Bob & Tom Show to laugh along with their favorite early morning radio show.

The Bob & Tom Show, remains one of the longest running and highest rated comedy-based morning programs in American radio

The Bob & Tom Show combines:

- ✓ Outrageous humor
- ✓ Entertaining conversation evolving from the day's news, sports, and topical lifestyle issues
- ✓ Guest appearances from top comedians and celebrities
- ✓ Hilarious original comedy songs and bits





The Bob & Tom Show Features Great Guests



Barrack Obama

Billy Crystal

Tim Allen

Ron Howard

Mick Jagger

Gene Hackman

Paul McCartney

Arnold Palmer

Dennis DeYoung

Chris Rock

Crosby, Stills & Nash



Hillary Clinton

Donald Trump

Aerosmith

Sandra Bullock

John Mellencamp

Johnny Bench

Jeff Gordon

Kevin Spacey

Jeff Foxworthy

Larry The Cable Guy

And many, many more...



The Bob & Tom Show Awards & Accolades



THE BOB & TOM SHOW IS RADIO'S
MOST AWARD-WINNING MORNING SHOW

- **5 Marconi Awards**
National Association of Broadcasters (NAB)
- **11 Industry Achievement Awards**
Radio & Records (R&R)
- **7 Billboard Radio Personality of the Year Awards**
Billboard Magazine

MARCONI
Radio
AWARDS

Billboard

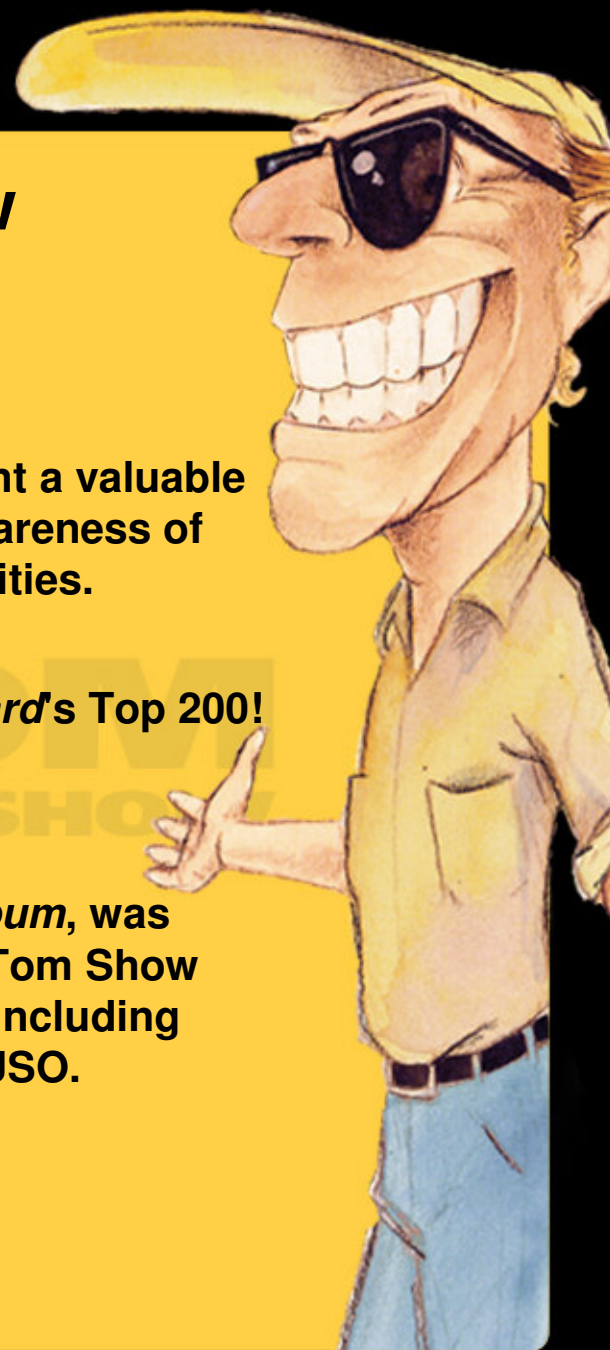
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The Bob & Tom Show Album Projects

The Bob & Tom Show's album projects present a valuable opportunity for affiliate stations to raise awareness of The Bob & Tom Show in their communities.

Some Bob & Tom CD's have charted on *Billboard's* Top 200!

The first Bob & Tom album, *The White Album*, was released Fall 1986. Since then, The Bob & Tom Show has released over 50 CD/DVD collections, including 4 CD projects for distribution by the USO.





The Bob & Tom Show National Audience

The Bob & Tom Show is:

- ranked #1, #2 or #3 in demo in 80% of affiliated markets
- successful in markets of **all sizes**, in **all regions** and **all time zones**
- heard coast-to-coast in over 150 markets including St. Louis, Baltimore, Cincinnati, West Palm Beach, Salt Lake City, Indianapolis and Charlotte.





The Bob & Tom Show

Stations Ranked #1, #2 or #3 in Metro

MALES 18-49

KSHE-FM
WOFX-FM
KBER-FM
WFBQ-FM
KRXO-FM
WQMF-FM
WTUE-FM
KWQW-FM
WLOT-FM
KKFM-FM
WIBA-FM
KTHR-FM
KKGL-FM
WKQQ-FM
WFWI-FM
KVRV-FM
KIXA-FM
WJXQ-FM
WNCD-FM
WRQK-FM
KTUX-FM
WILZ-FM
WOZZ-FM
KXUS-FM
KIOC-FM
KWMX-FM
KCQQ-FM
KFLY-FM
WXRX-FM
WGLO-FM
WGBF-FM
WGLX-FM
WQHZ-FM
KTGL-FM
KURQ-FM

ST. LOUIS
CINCINNATI
SALT LAKE CITY
INDIANAPOLIS
OKLAHOMA CITY
LOUISVILLE
DAYTON
DES MOINES
TOLEDO
COLORADO SPRINGS
MADISON
WICHITA
BOISE
LEXINGTON
FT. WAYNE
SANTA ROSA
VICTORY VALLEY, CA
LANSING
YOUNGSTOWN
CANTON
SHREVEPORT
SAGINAW
APPLETON-GREEN BAY
SPRINGFIELD, MO
BEAUMONT
FLAGSTAFF
QUAD CITIES, IL/IA
EUGENE, OR
ROCKFORD
PEORIA
EVANSVILLE
WAUSAU
ERIE
LINCOLN
SAN LUIS OBISPO

KKBD-FM
WRBR-FM
WKLC-FM
WGFN-FM
KARX-FM
KXRX-FM
KBRQ-FM
WPTQ-FM
KBOY-FM
WWVR-FM
KKRQ-FM
KHQQ-FM
WGKC-FM
KRRX-FM
KRCH-FM
KXDG-FM
WSHP-FM
WIHN-FM
WMEQ-FM
KXGE-FM
KCMQ-FM
WBZG-FM
KCRR-FM
WHBR-FM
WZRZ-FM
WVNA-FM
KROR-FM
WZXR-FM
KFXS-FM
WOTT-FM
WHBZ-FM
KZCD-FM
WZNX-FM
KBYZ-FM
KLKK-FM

FORT SMITH, AR
SOUTH BEND, IN
CHARLESTON-HUNTINGTON, WV
TRAVERSE CITY
AMARILLO, TX
TRI-CITIES, WA
WACO, TX
BOWLING GREEN, KY
MEDFORD, CA
TERRE HAUTE, IN
CEDAR RAPIDS, IA
DULUTH, MN
CHAMPAIGN, IL
REDDING, CA
ROCHESTER, MN
JOPLIN, MO
LAFAYETTE, IN
BLOOMINGTON, IL
EAU CLAIRE, WI
DUBUQUE, IA
COLUMBIA, MO
LASALLE-PERU, IL
WATERLOO, IA
PARKERSBURG, WV
LIMA, OH
FLORENCE-MUSCLE SHOALS, AL
GRAND ISLAND, NE
WILLIAMSPORT, PA
RAPID CITY, SD
WATERTOWN, NY
SHEBOYGAN, WI
LAWTON, OK
DECATUR, IL
BISMARCK, ND
MASON CITY, IA



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MALES 25-54

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WOFX-FM
KBER-FM
WFBQ-FM
KRXO-FM
WQMF-FM
WTUE-FM
WRFQ-FM
KWQW-FM
WLOT-FM
KKFM-FM
WIBA-FM
KTHR-FM
KKGL-FM
WKQQ-FM
WFWI-FM
KVRV-FM
KIXA-FM
WJXQ-FM
WNCD-FM
WRQK-FM
KTUX-FM
WILZ-FM
WOZZ-FM
KXUS-FM
KIOC-FM
WGBG-FM
KWMX-FM
KFLY-FM
WXRX-FM
WGLO-FM
WGBF-FM
WGLX-FM
WQHZ-FM
KTGL-FM
KURQ-FM

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SPRINGFIELD, MO
BEAUMONT, TX
SALISBURY-OCEAN CITY
FLAGSTAFF
EUGENE, OF
ROCKFORD
PEORIA
EVANSVILLE
WAUSAU
ERIE
LINCOLN
SAN LUIS OBISPO

KKBD-FM
WRBR-FM
WKLC-FM
WGFN-FM
KARX-FM
KXRX-FM
KBRQ-FM
WPTQ-FM
KBOY-FM
WWVR-FM
KKRQ-FM
KHQG-FM
WGKC-FM
KRRX-FM
KRCH-FM
KXDG-FM
KSNQ-FM
WSHP-FM
WIHN-FM
WMEQ-FM
KXGE-FM
KCMQ-FM
WBZG-FM
KCRR-FM
WHBR-FM
WZRZ-FM
KROR-FM
WZXR-FM
KFXS-FM
WOTT-FM
WHBZ-FM
KZCD-FM
WZNX-FM
KBYZ-FM
KNRX-FM
KEGI-FM
KLKK-FM

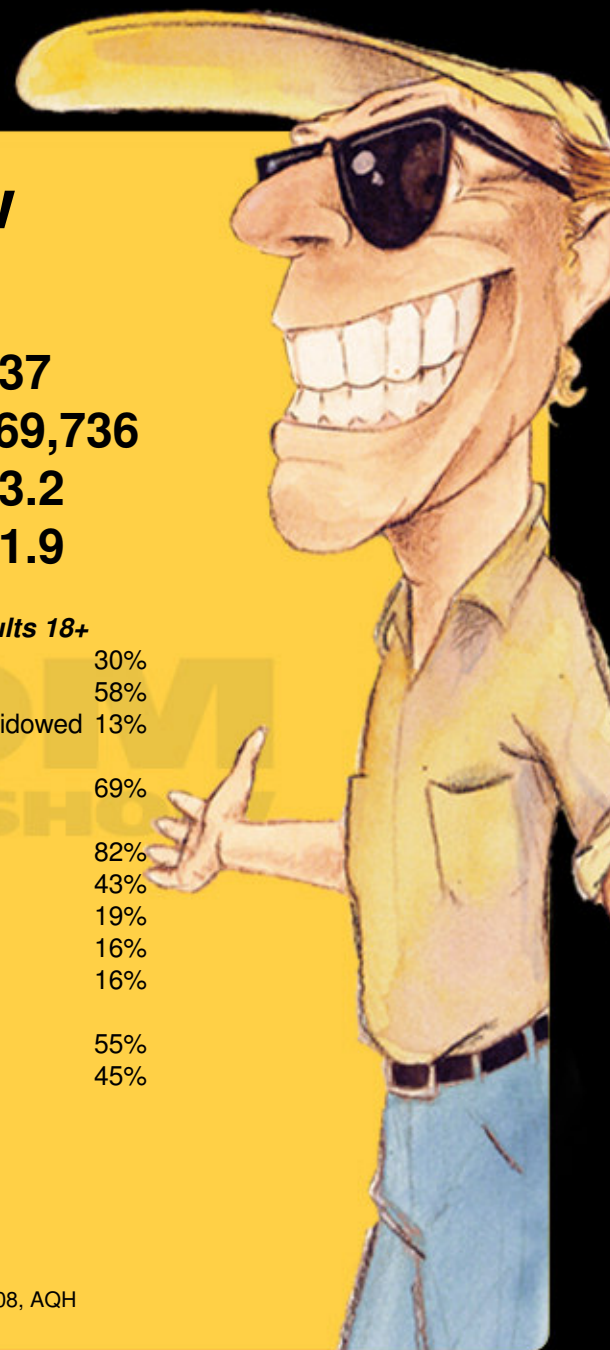
FORT SMITH, AR
SOUTH BEND
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TRI-CTIES, WA
WACO
BOWLING GREEN, KY
MEDFORD
TERRE HAUTE, IN
CEDAR RAPIDS
DULUTH, MN
CHAMPAIGN, IL
REDDING, CA
ROCHESTER, MN
JOPLIN
TWIN FALLS, ID
LAFAYETTE, IN
BLOOMINGTON, IL
EAU CLAIRE
DUBUQUE
COLUMBIA, MO
LASALLE-PERU, IL
WATERLOO
PARKERSBURG, WV
LIMA
GRAND ISLAND, NE
WILLIAMSPORT
RAPID CITY
WATERTOWN
SHEBOYGAN
LAWTON
DECATUR
BISMARCK
SAN ANGELO, TX
JONESBORO, AR
MASON CITY

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The Bob & Tom Show Audience Profile





The Bob & Tom Show Listener Profile

Avg. Age: 37
Avg. Household Income: \$69,736
Avg. Number People in Household: 3.2
Avg. Number of Children in Household: 1.9

Base: Adults 25-54

Male 77%
 Female 23%

Composition-Base Persons 12+

18-49 73%
 25-54 74%

Composition-Base Persons 18+

Graduated High School 94%
 Attended College 63%

Household Income \$50k+ 64%
 Household Income \$75k+ 34%

Household Size 2+ 92%
 Household Size 3+ 64%
 Household Size 4+ 41%

Composition-Base Adults 18+

Single 30%
 Married 58%
 Divorced/Separated/Widowed 13%

Own a Home 69%

Work full/part time 82%
 Work in Service Area 43%
 Work in General Mgmt 19%
 Work in Mfg/Prod/Ops 16%
 Work in Sales 16%

Live in A&B Counties 55%
 Live in C&D Counties 45%



The Bob & Tom Show was used by these advertisers in 2009



Advance Auto Parts

AutoZone

Bayer

NBC Networks

GoToMyPC.com

Office Depot

Select Comfort

Ace Hardware

Kay Jewelers

Briggs & Stratton

General Motors

Goodyear

Home Depot

State Farm Insurance

Coors/Miller

Monroe Shocks

Paramount Pictures

Outback Steakhouse

Radio Shack

Bosch Power Tools

Sears

Wal-Mart

Kohl's

Johnson & Johnson

NAPA Automotive

Hilton Hotels

Turner Broadcasting

Vermont Teddy Bear

PajamaGram

Pro Flowers

Lowe's

Mini Cooper

Orbitz

Tom Tom Go

Seadoo

CBS

ESPN

Yahoo!

Samuel Adams

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