

SELL KOMANDO AND GET RESULTS TODAY!

The **Kim Komando** Show

"My shows are heard on over 460 radio stations across the country. My listeners are huge supporters of local radio and retail. Sponsor my show locally and I will voice your spot FREE."

—Kim Komando

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MAKE MONEY WITH KIM KOMANDO!

Affiliate Relations:

602-381-8200 ext.201/211

www.weststar.com/kkdemos



KIM KOMANDO: AMERICA'S BELOVED DIGITAL GODDESS



BIOGRAPHY: Currently America's most popular digital lifestyle expert, The Kim Komando Show is heard (via her own network, WestStar TalkRadio) on over 460 stations. In addition, Kim has a daily "Digital Minute" radio feature that is heard five days a week; has written nine successful books about life in the digital age; and still authors a widely syndicated newspaper column. Some 5 million people receive her tips by e-mail weekly. She does all of this, while raising a son and operating a growing media empire with husband and associate, Barry Young.

THE KIM KOMANDO SHOW: The three hour Kim Komando Weekend Show delivers a "target rich" audience. It's all about our "Digital Lifestyle". There is no geek talk! Listeners don't care "How it Works". The questions of today are "Which One Is The Best?" and "How Do I Use It?" or "Where Do I Go To Do (fill in the blank)?" Kim touches on everything from HDTV, iPhones, iPods, digital cameras, making money online, privacy, protecting your kids and so much more. Kim's listeners are loyal and supportive of direct local retail. Kim voices all local spots FREE! 8 Minutes of local inventory available per hour.

THE KIM KOMANDO DIGITAL MINUTES: The Kim Komando Digital Minutes are the perfect complement to the Weekend show. One minute, Monday through Friday of appointment listening. Straight talk on everything digital from Internet porn, cell phone services, the HDTV conversion and topic tips for the day. It's a 10 second tease followed by one minute of commercials and a :50 second body. Sponsorships opportunities include billboards (voiced by Kim) and/or :30 or :60 second commercials in the body of the content. "This Digital Minute is sponsored by....".

STATION WEB CONTENT: All radio station Web sites have become vital to revenue and presentation. We provide exciting, unique and exclusive content every day. We customize a homepage button showing the times to tune into Kim. It's easy and it's fed automatically to your site. Place a banner ad on Kim's Web content page and be an exclusive sponsor! It's a great cross promotion for the Weekend show and Minutes too.



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WHY SPONSOR KIM KOMANDO?

RADIO WORKS: It's a tough economy and radio is FREE. In many natural disasters, the only medium folks turn to for information is local radio.

KIM ONE-ON-ONE: Kim speaks directly to listeners. People feel very connected to Kim and they are receptive to her warm and engaging delivery.

Radio Quick Fact: There are more talk radio stations in the country than any other format!

KIM IS TARGET RICH: Advertising on Kim Komando makes sense when trying to reach an audience of digital consumers... people who are online and interested in all the cool offering out there. For service businesses, listeners want to know locally where to reach out. It's impossible for Kim to answer all the calls she gets during the live feed of the show.

KIM'S LISTENERS ARE INVOLVED (THE OTTER POP FACTOR): For example, a few years back Kim launched a program called Operation Komando to help send packages to troops in Iraq and Afghanistan. Servicemen in these areas have received tens of thousands of packages from Kim Komando listeners. And the care packages keep coming. When Kim mentioned the troops loved Otter Pops, the troops received so many boxes Otter Pops they couldn't find enough room to store them!

BUYING WEEKENDS: According to Talkers Magazine, The Kim Komando Show audience has a minimum weekly cume of 2.25 million (Arbitron)! What does that mean for you? The Kim Komando Show's WEEKEND AUDIENCE is equal to some of the TOP DAILY TalkRadio Show hosts in the country! What an accomplishment!

NO GUESTS HAWKING PRODUCTS: Kim's credibility is strengthened by the fact she does not have any guests on her show hawking products. The show consists of Kim and callers only. No one buys their way on to The Kim Komando Show and Kim carefully researches companies that sponsor the show. She accepts few endorsements as well.

The Kim Komando audience is about 51% male and 49% female. 35% of TalkRadio listeners have completed some college while 23% have some college and 12% have some graduate school. (Reference: Talkers.com)

THE TOP TALK RADIO AUDIENCES			
<small>(Weekly Monday-Sunday cume estimates 12-plus in millions rounded off to the nearest .25 million based upon TALKERS magazine's analysis of a national sampling of Arbitron reports supported by other reliable indicators in rated and non-rated markets based on Spring 2008.)</small>			
<small>Radio Talk Show Host</small>	<small>Minimum Weekly Cume (millions)</small>	<small>Radio Talk Show Host</small>	<small>Minimum Weekly Cume (millions)</small>
1. Rush Limbaugh	14.25+	12. Rusty Humphries	2.25+
2. Sean Hannity	13.25+	Kim Komando	
3. Michael Savage	8.25+	Lars Larson	
Dr. Laura Schlessinger		Jim Rome	
4. Glenn Beck	6.75+	13. Bob Brinker	1.75+
5. Laura Ingraham	5.50+	Don Imus	
Mark Levin		Tom Leykis	
6. Dave Ramsey	4.50+	Mancow	
7. Neal Boortz	4.25+	14. Dr. Joy Browne	1.50+
8. Mike Gallagher	4.00+	Alan Colmes	
Michael Medved		Thom Hartmann	
9. Jim Bohannon	3.50+	Hugh Hewitt	
Bill O'Reilly		Lionel	
Doug Stephan		G. Gordon Liddy	
10. Bill Bennett	3.25+	Dennis Miller	
Clark Howard		Stephanie Miller	
11. Jerry Doyle	3.00+	15. Dr. Dean Edell	1.00+
George Noory		Bill Handel	
Ed Schultz		Dennis Prager	
		Michael Reagan	
		Randi Rhodes	

The numbers in The Top Talk Radio Audiences are estimates of national Arbitron numbers gathered directly by station reports and information provided by Arbitron and other sources. These figures are rough projections based upon a significant sample and do not represent exact Arbitron or any other ratings service totals. The Top Talk Radio Audiences is published twice-yearly in spring and fall editions of TALKERS magazine. Please credit TALKERS magazine if reproduced or cited. © 2008 Talk Media, Inc.

PROSPECTS

The Kim Komando Show is NOT a computer show. Kim touches on **ALL THINGS DIGITAL** from HDTV, Privacy, Security, Social Networking, Cool Web sites, software, making money online and so much more! She is even helping folks make money online with her new Money Center: <http://www.komando.com/moneycenter/>

Sure, head out to computer stores, but approach these folks too:

- Phone Service Providers
- Local Tax Preparers
- Consumer Electronics Stores
- Financial Advisors
- Local Realtors
- Child Care Facilities
- Non-Profit Organizations
- Stationary Stores
- Book Stores
- Local Graphic Designers
- Web Based Businesses
- Small Home-Based Businesses
- Don't Forget Anywhere And All Things Digital Lifestyle!



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STATISTICS

Every day people are immersed in the Digital Lifestyle. They tune into Kim Komando to find out more! Turn her listeners in your customers.

- The newest PEW/Internet and American Life study indicates just how important the Internet is becoming. Of the Americans surveyed, 58% turn to the Internet first for answers.
- There are more than 125 million Americans a week that spend on average 11 sessions online. (Nielsen Online February 2009)
- Ninety-five percent of adults age 18-49 with a college degree and an annual household income of \$50,000 or above tune into radio over the course of a week. (Arbitron, September 2008)
- Radio ads can also improve Web site traffic and a brand's emotional bond with consumers when added to Internet exposures. (Radio Advertising Bureau)
- Radio listeners search online before buying electronics, apparel, appliances, home improvement items, vehicles, furniture and more. 39% of all regular radio listeners have initiated an online search based on hearing something on the radio. (Source: BIGresearch Simultaneous Media Usage Study)
- Despite uncertain economic times, the CE industry has held up well. With continued growth in several categories including flat-panel displays, PCs and video game systems, the industry is on pace to outperform last year's total of \$161 billion in overall shipment revenues. (The Consumer Electronics Association)
- The Internet added 24 million new domain names in 2008, according to the fourth quarter 2008 Domain Name Industry Brief published by VeriSign, Inc.



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