



REAL ESTATE TODAY®

Airing Sundays from 12-noon to 2pm *The Voice for Real Estate*®



Presenting Sponsor Receives:

“Real Estate Today” Presented by... _____

- Inclusion in **customize show logo** with Presenting Sponsor included in it
- Inclusion in **station marketing and promotion** of the show.
- Inclusion in **10 weekly station/sponsor announcements** promoting the show
- Inclusion in the **custom show opening & closing billboard** announcing the presenting sponsor
- **10 :30 second commercials per week**, Monday thru Friday 7am -6pm
- **4 :30 second commercials during the Real Estate Today show**, (2 per hour)
- Station website’s **show page inclusion** with Presenting Sponsor information & Links

Realty Bite

Real Estate Today® is everything listeners need to know about owning a home.

Total Weekly Investment: \$ 325

Community Sponsors Receive:

- Inclusion in **station marketing and promotion of the show**.
- Inclusion in **5 weekly station/sponsor announcements** promoting the show
- **5 :30 second commercials** per week, Monday thru Friday
- **2 :30 second commercials during the Real Estate Today show**, (1 per hour)
- Station website’s show page inclusion with Presenting Sponsor information & Links

Realty Bite

63% of News/Talk listeners have a household income greater than \$50K.

Total Weekly Investment: \$ 110

IN-SHOW LOCAL MARKET UPDATE – Only 1 available (must be Realtor Member)

Become the local Real Estate Authority with the Exclusive local Market update, you get a 3 minute opportunity twice per week during the show. You also get 5 weekly Market Update promos Mon-Friday.

The Reach Of The News/Talk Format

- 56% Men / 44% Women
- > 50% Ages 25-54
- 77% Homeowners
- 63% Married
- 76% College educated
- 63% HH Income > \$50K

Source: Arbitron 2008

Real Estate Today® appeals directly to the almost 25%* of radio listeners aged 25-54 who plan on buying or selling real estate in the next 12 months. Home ownership is the greatest generator of personal wealth and this show will help your listeners participate in the American Dream.

Given the current market, you have a timely opportunity to become a trusted adviser to these consumers, a source of reliable information upon which they may base perhaps the single most important investment decisions of their lives. That is a powerful brand association!

Total Weekly Investment: \$ 65

Approval:

Presenting Sponsor _____ (initials)
 Community Sponsor _____ (initials)
 Market Update: _____ (initials)

 Show Sponsor Date Station Representative Date