

# the Cindy Lavery show

the compassionate caregiver's best friend



## GET RESULTS!

In a challenging economy, the best way to build brand awareness and get sales results with your advertising is through local radio that reaches your audience with authenticity and compassion. Your audience tunes in because they know Cindy Lavery cares about them and recommends your company's products or services.

## About Cindy

Cindy Lavery became the voice for care in America when she launched **The Cindy Lavery Show**, the nation's only live, commercial radio program devoted to the subject of care, how we care for ourselves so we can better care for each other. Today, as a professional caregiver, expert spokesperson for the industry, media personality and author, Lavery has committed herself to re-educating the population on the necessity to live a life rooted in care. **"Americans need to wake up to the fact that we are all caregivers for each other, and that is a good thing."**

## Show Format

How often do we, as a society, consider the subject of care? We know when cared is missing. We know how it feels. We know that we want to experience care, but where do we begin? Today's frenzied world and steep demands have created a society that often turns away from the notion of care – until a disaster occurs and then we are reminded that **YES! WE MUST COMMIT TO CARE.**



Cindy's weekly guests are internationally and nationally renowned experts, authors, motivational speakers, and those with inspiring stories who offer advice, fellowship, comfort, education, respite on a variety of issues. Cindy interviews nationally and internationally recognized accomplished guests with the constant focus on Care. The lively conversation leaves her listeners with new and profound concepts to ponder.

The **The Cindy Lavery Show** airs live every Monday on KZSB – AM 1290 News Press Radio from 2:00 – 3:00 pm, again from 10:00 – 11:00 pm, & Sundays from noon – 1:00 pm while streaming live on the internet at [www.newspress.com](http://www.newspress.com). Archived shows are available at [www.cindylaverlyshow.com](http://www.cindylaverlyshow.com).

## Demographics

KZSB serves the Santa Barbara primary market with the most local news, talk, and community information on the radio. AM 1290 can be heard from Thousand Oaks to San Luis Obispo and streams live on the internet. KZSB speaks to the active, upper income adults that are your best customer prospects, with breaking news reported by News-Press journalists, KZSB newscasters, the BBC World Service and CNN Radio News, real-time traffic reports that give commuters the best information on the dial, and, more local sports and issues programming than any other radio station along the Central Coast.

## Advertising Rates

### 30 SECOND SPOT

:30 second on 12-week program with **web link** and **print advertising** in Santa Barbara News Press  
**3 spots a week = 1,440 (\$40 per spot)**

### 60 SECOND SPOT

:60 second on 12-week program with **web link** and **print advertising** in Santa Barbara News Press  
**3 spots a week = \$2,160 (\$60 per spot)**

#### Each 12-week Contract Includes:

- 15-minute on-air interview
- Advertising in **Santa Barbara News Press** – weekly four-color, 5 1/2" x 7" print ad for The Cindy Lavery Show with your company/service with logo and website is listed as a sponsor of the show. **Value \$52,000/year.**

## Website Banner Advertising

### SMALL

360 pixels x 160 pixels  
 RGB jpeg at 72 dpi (supplied by advertiser)  
**12 week program = \$450**

### LARGE

732 pixels x 160 pixels  
 RGB jpeg at 72 dpi (supplied by advertiser)  
**12 week program = \$750**

\*Advertiser to provide pre-produced MP3 of each ad.

\*Should you require assistance or voicing of ad, The Cindy Lavery Show is able to assist for an extra fee.

\*Cindy Lavery product/service endorsement and ad development priced separately.

## AM 1290 Listeners

Approximately 20,000

### Gender

Female ..... 58%  
 Male ..... 42%

### Age

18-34 ..... 38%  
 35-54 ..... 21%  
 55+ ..... 41%

### Average Income

\$35,000 - \$49,999 ..... 36%  
 \$50,000 - \$99,999 ..... 39%  
 \$100,000 + ..... 24%

### Home Ownership

Own ..... 68%  
 Rent ..... 33%

### Education

College Graduate ..... 41%  
 Some College ..... 39%  
 High School Grad. .... 17%

### Marital Status

Married ..... 55%  
 Not Married ..... 45%