

PC PROJECT
GROW

Business Radio Show

Media Kit

ABOUT THE SHOW

Faith, Marketing, Leadership, Technology

*“Exciting Interviews from today’s top entrepreneurs, and leaders,
fueling growth in life and business.”*



Show Times: Wed & Sat 11am



Project Grow Radio Show is a new syndicated radio show on 105.5fm also a podcast currently streaming on iTunes, Stitcher, Audioboom, Libsyn, TuneIn, and Spotify apps.



ABOUT THE HOST

Hosted by [Adrian Boysel](#), award winning graphic artist and CEO of Adrian Graphics LLC. Passionate growth hacker, marketing strategist, branding expert, and technology enthusiast. He's helped more than 4000 businesses across the United States since 2007.



HEARD ON



KFBK



KSAC and The Salem Wall Street Radio Network

- KSAC Features interactive talk shows on business, money, real estate, health and other financial topics.
- The program hosts are experts with years of experience successfully coaching clients and building their own businesses.
- Each host's unique perspective culminates in a multi-faceted look at business and how it affects work and life in America.

AUDIENCE

Prosper with high net worth consumers

- **KSAC primarily targets an upscale, well educated audience of adults 35+**
- In today's changing market of online podcasts, blogs, and media outlets our audience has expanded to a broader base of success-oriented consumers and will reach far beyond limits of traditional radio.
- Audience base includes well-educated, affluent and financially stable adults with discretionary income; Adults 55+, as well as the “up and coming” hi-tech professional, millennial, entrepreneur, and business owner.

AUDIENCE (Continued)

Prosper with high net worth consumers

- **EDUCATION:** 49% Completed a Masters of Doctorate Degree.
 - College Educated 90.7% | Graduated College 74.4% | Post Graduate Work 43.5%
- **OCCUPATION:** 78% Employed as Management, Business & Finance
 - Business, Industry, Investor 82.3% | Manufacturing 21.8% | Finance 22.6%
- **INCOME:** 85% Over \$200,000
 - Net Worth Over \$1 Million 38.1%

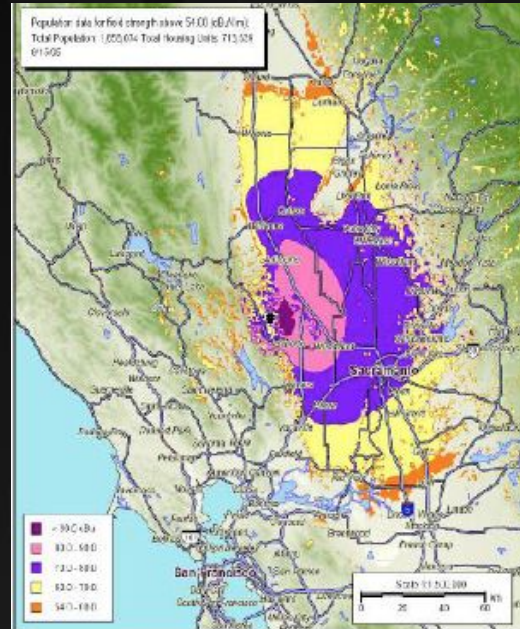
AUDIENCE DEMOGRAPHICS

Who is the typical Listener?

- **AGE:** 25-34 = 16% | 35-44 = 31.1% | 45-54 = 21.1% | 55-64 = 17.1% | 65+ = 15%
 - 68.3% are in peak earning years
- **ASSETS:** Owns home(s). Rental/vacation property included.
 - Owns two or more vehicles. Secondary auto, water/aircraft.
 - Own Stocks, bonds, mutual funds exceeding \$150,000, or more.
 - 78% Have investment portfolios. 25% portfolio value over \$200,000
- **SPENDING:** 72% Frequently use air travel | 45% Travel Internationally



BROADCAST RANGE



Salem Communications Corporation Station



Sponsorship Packages

STARTER

- (2) **30 Sec** Commercials Per Show, Twice Per Week.
- 1 Interview Per Month
- 1 Segment Sponsorship
- 1 Promotional Post Per Week On All Project Grow Radio Social Profiles
- Professional Commercial Recording Session
- 30 Min Consulting Session

\$750

PRO

- (2) **60 Sec** Commercials Per Show, Twice Per Week.
- 1 Interview Per Month
- 2 Segment Sponsorship
- 1 Promotional Post Per Week On All Project Grow Radio Social Profiles
- Professional Commercial Recording Session
- 60 Min Consulting Session

\$1,050

POWER

- (3) **60 Sec** Commercials Per Show, Twice Per Week.
- 1 Interview Per Month
- **Featured Show Sponsor**
- 2 Promotional Post Per Week On Social Profiles
- Professional Commercial Recording Session
- 60 Min Consulting Session
- 1 Facebook Live Promotion Or Giveaway

\$1,500