

**PREMIERE**  
RADIO NETWORKS



**THE**  
**BOB & TOM**  
SHOW

**PREMIERE**  
RADIO NETWORKS

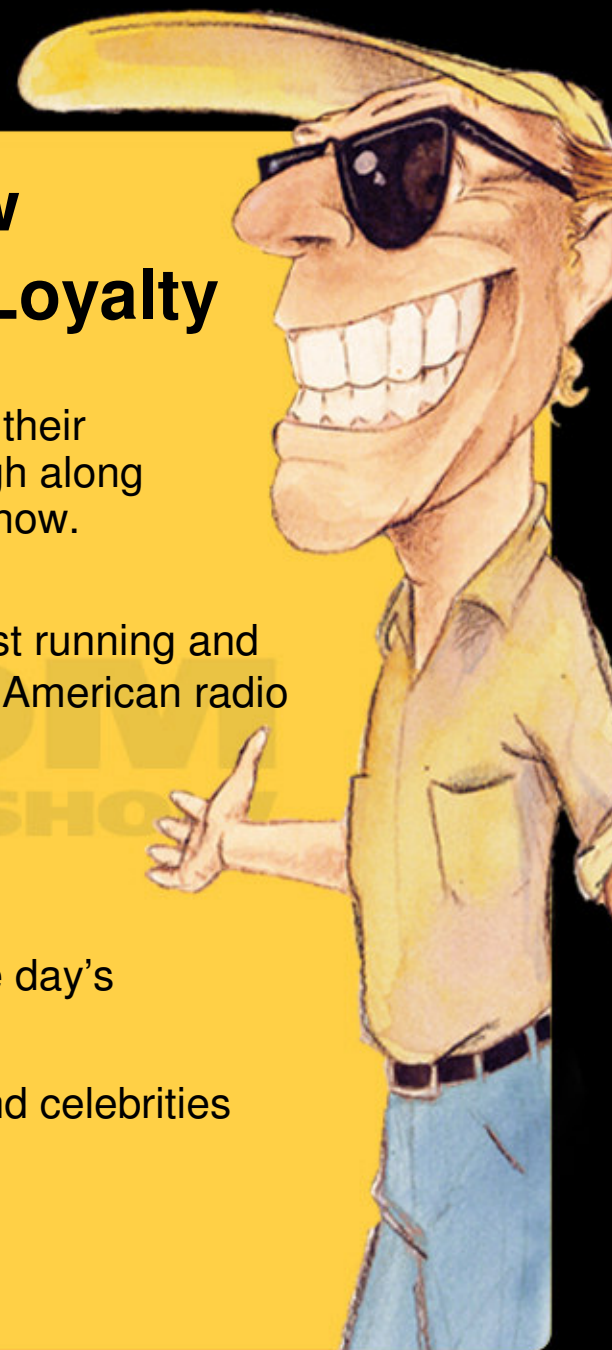
## The Bob & Tom Show Big On Laughs & Listener Loyalty

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

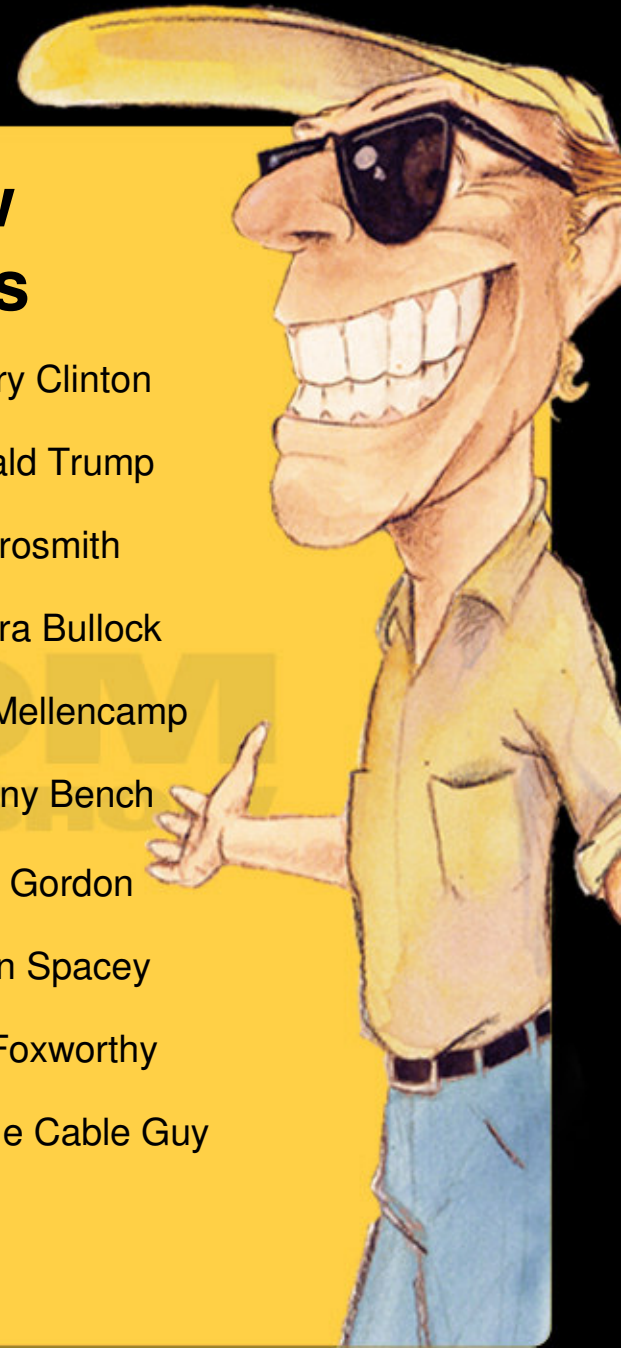
Johnny Bench

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

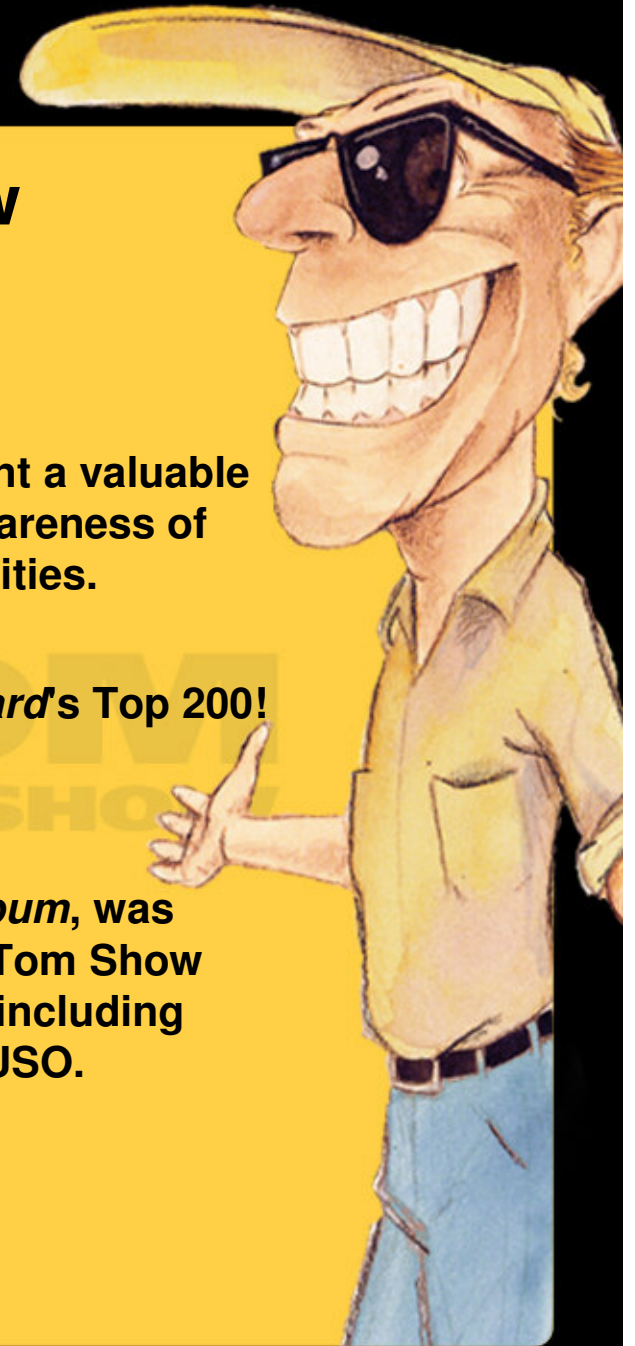


## The Bob & Tom Show Album Projects

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.

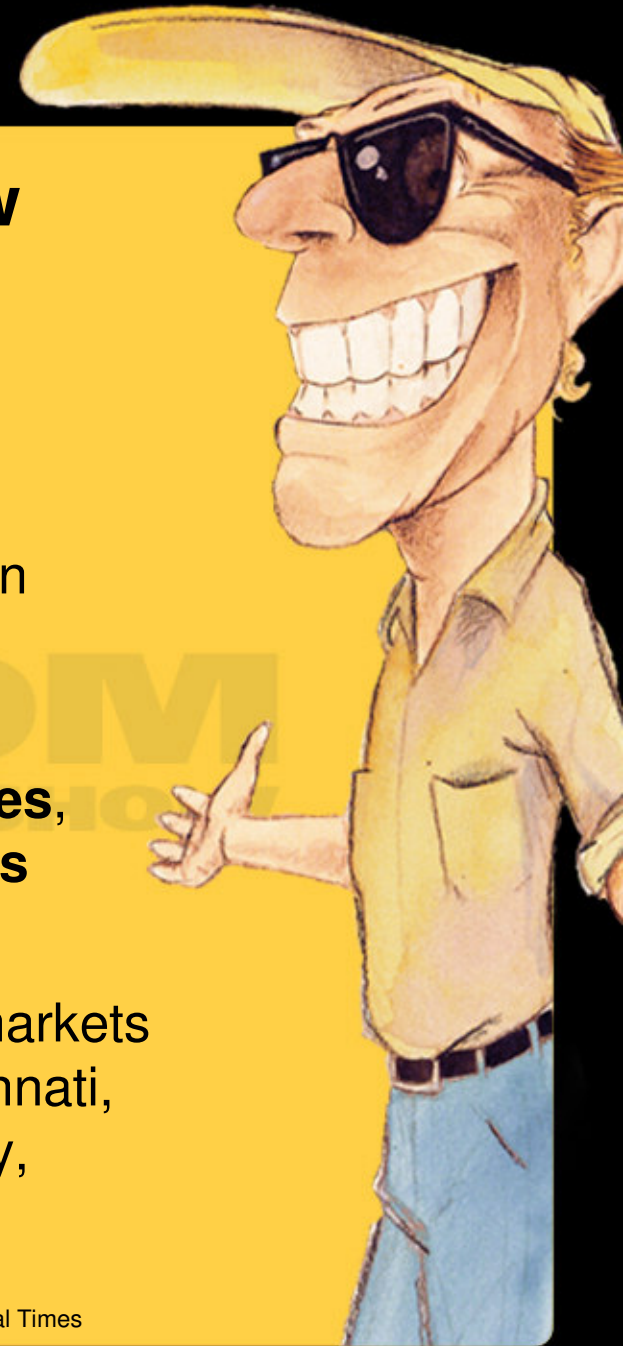




## The Bob & Tom Show National Audience

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  
WMGM-FM  
KWMX-FM  
KCQQ-FM  
KFLY-FM  
WXRX-FM  
WGLO-FM  
WGBF-FM  
WGLX-FM  
WQHZ-FM  
KTGL-FM  
KURQ-FM  
KKBD-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  
SHREVPOR  
SAGINAW  
APPLETON-GREEN BAY  
SPRINGFIELD, MO  
BEAUMONT  
ATLANTIC CITY  
FLAGSTAFF  
QUAD CITIES, IL/IA  
EUGENE, OR  
ROCKFORD  
PEORIA  
EVANSVILLE  
WAUSAU  
ERIE  
LINCOLN  
SAN LUIS OBISPO  
FORT SMITH, AR

WRBR-FM  
WKLC-FM  
WYZO-FM  
WGFM-FM  
KARX-FM  
KXRX-FM  
KBRQ-FM  
KFMF-FM  
WPTQ-FM  
KBOY-FM  
WWVR-FM  
KKRQ-FM  
KHQG-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  
WZRX-FM  
WVNA-FM  
KROR-FM  
WZXR-FM  
KFXS-FM  
WOTT-FM  
WHBZ-FM  
KZCD-FM  
WZNX-FM  
KBYZ-FM  
KLKK-FM

SOUTH BEND, IN  
CHARLESTON-HUNTINGTON, WV  
KALAMAZOO, MI  
TRAVERSE CITY  
AMARILLO, TX  
TRI-CITIES, WA  
WACO, TX  
CHICO, CA  
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



# The Bob & Tom Show

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

### MALES 25-54

KSHE-FM  
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  
WFVI-FM  
KVRV-FM  
KIXA-FM  
WJXQ-FM  
WNCD-FM  
WRQK-FM  
KTUX-FM  
WILZ-FM  
WOZZ-FM  
KXUS-FM  
KIOC-FM  
WMGM-FM  
WGBG-FM  
KWMX-FM  
KFLY-FM  
WXRX-FM  
WGLO-FM  
WGBF-FM  
WGLX-FM  
WQHZ-FM  
KTGL-FM  
KURQ-FM  
KKBD-FM

ST. LOUIS  
CINCINNATI  
SALT LAKE CITY  
INDIANAPOLIS  
OKLAHOMA CITY  
LOUISVILLE  
DAYTON  
CHARLESTON, SC  
DES MOINES  
TOLEDO  
COLORADO SPRINGS  
MADISON  
WICHITA, KS  
BOISE  
LEXINGTON  
FT. WAYNE  
SANTA ROSA  
VICTOR VALLEY, CA  
LANSING  
YOUNGSTOWN, OH  
CANTON  
SHREVEPORT  
SAGINAW  
APPLETON-GREEN BAY  
SPRINGFIELD, MO  
BEAUMONT, TX  
ATLANTIC CITY  
SALISBURY-OCEAN CITY  
FLAGSTAFF  
EUGENE, OF  
ROCKFORD  
PEORIA  
EVANSVILLE  
WAUSAU  
ERIE  
LINCOLN  
SAN LUIS OBISPO  
FORT SMITH, AR

WRBR-FM  
WKLC-FM  
WYZO-FM  
WGFN-FM  
KARX-FM  
KXRX-FM  
KBRQ-FM  
KFMF-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

SOUTH BEND  
CHARLESTON-HUNTINGTON, WV  
KALAMAZOO, MI  
TRAVERSE CITY  
AMARILLO  
TRI-CITIES, WA  
WACO  
CHICO, CA  
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

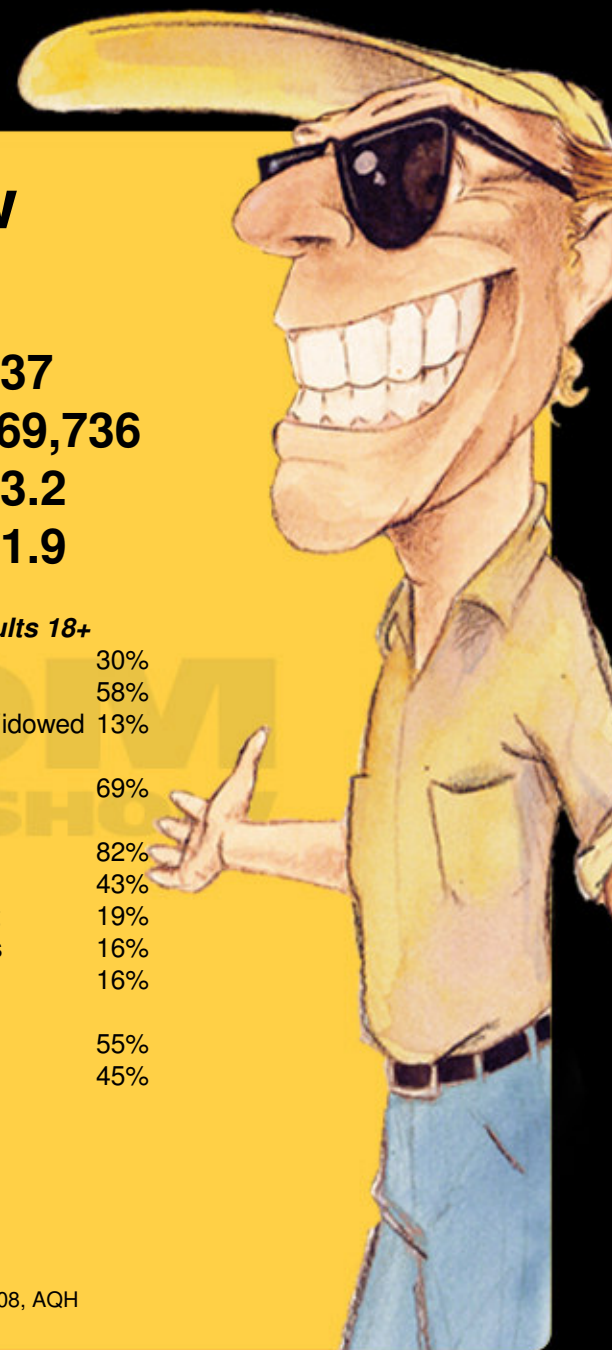


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RADIO NETWORKS



# 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%

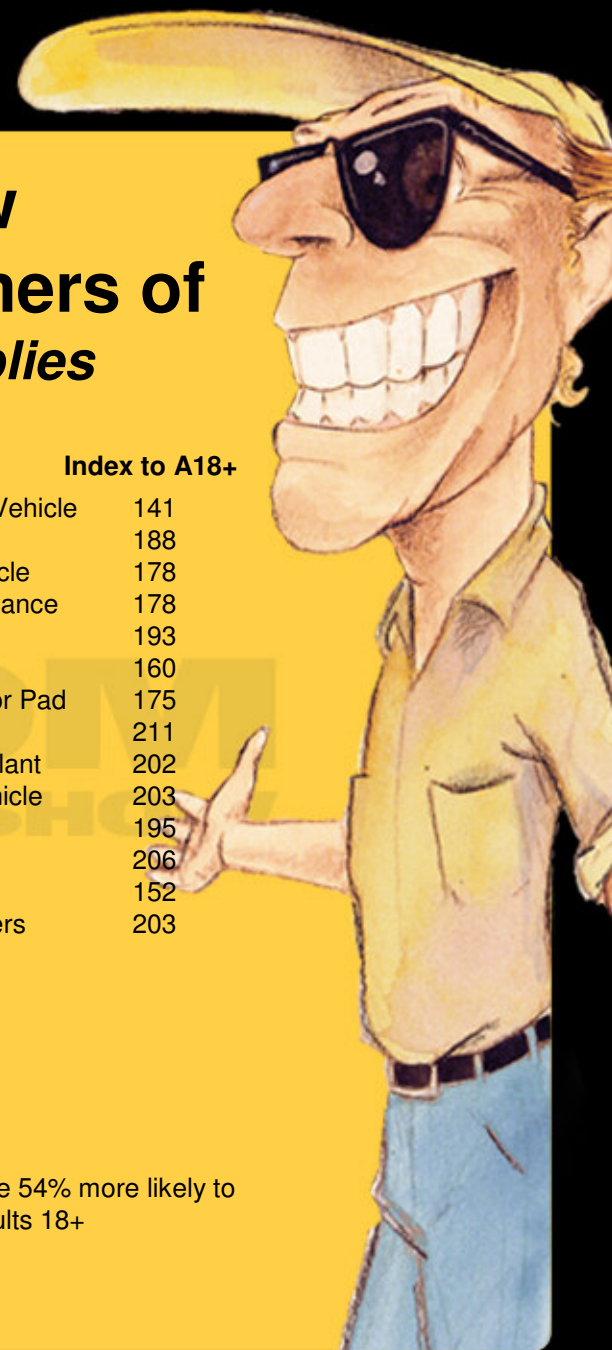


# The Bob & Tom Show Listener Product Usage

Males 18-49 and Males 25-54

- Automobiles/Automotive Supplies
  - Beverages
  - Clothing & Shoes
  - Dining Out
  - Electronics
  - Financial Services
- Health & Personal Care Products
- Home Appliances/Furnishings/Improvements
  - Leisure Activities
  - Pet Products
  - Shopping
  - Snacks
  - Travel

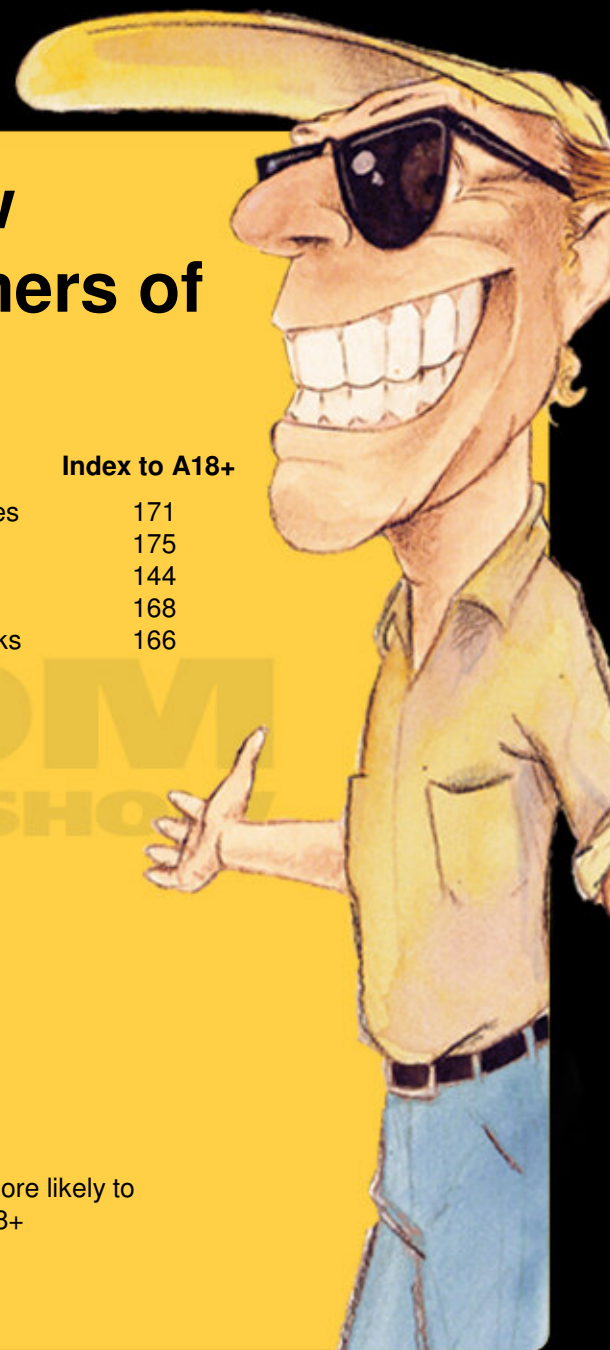




## The Bob & Tom Show Male Listeners are Consumers of *Automobiles/Automotive Supplies*

<u>Men 18-49</u> last year	Index to A18+	<u>Men 25-54</u> last year	Index to A18+
Bought or Leased New Vehicle	154	Bought or Leased New Vehicle	141
Bought Used Vehicle	204	Bought Used Vehicle	188
Decision Maker for Vehicle	196	Decision Maker for Vehicle	178
Primary Person-Maintenance	191	Primary Person-Maintenance	178
DIY-Maintaining Vehicle	213	DIY-Maintaining Vehicle	193
Did Tune-Up	169	Did Tune-Up	160
Replaced Brake Lining or Pad	198	Replaced Brake Lining or Pad	175
Bought Air Filters	232	Bought Air Filters	211
Bought Anti-Freeze/Coolant	211	Bought Anti-Freeze/Coolant	202
Bought Batteries for Vehicle	198	Bought Batteries for Vehicle	203
Bought Motor Oil	216	Bought Motor Oil	195
Bought Oil Filters	225	Bought Oil Filters	206
Bought Tires	180	Bought Tires	152
Bought Windshield Wipers	236	Bought Windshield Wipers	203

How to Read: Men 18-49 who bought/leased a new vehicle in the last year are 54% more likely to listen to The Bob & Tom Show than the general population of Adults 18+



# The Bob & Tom Show

## Male Listeners are Consumers of Beverages

<u>Men 18-49</u>	<u>Index to A18+</u>	<u>Men 25-54</u>	<u>Index to A18+</u>
Drink Alcoholic Beverages	178	Drink Alcoholic Beverages	171
Drink Beer/Ale	182	Drink Beer/Ale	175
Drink Water/Seltzer	156	Drink Water/Seltzers	144
Drink Diet Cola Drinks	176	Drink Diet Cola Drinks	168
Drink Non-Diet Soft Drinks	186	Drink Non-Diet Soft Drinks	166

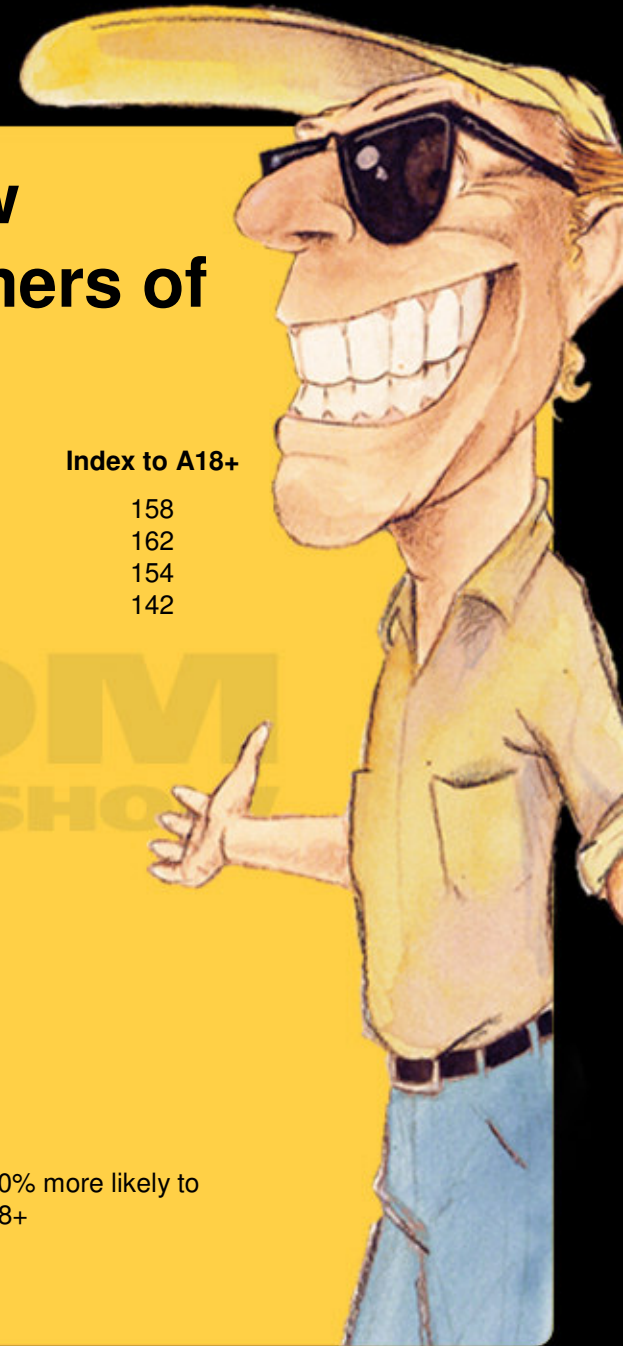
**BOB & TOM**  
SHOW

How to Read: Men 18-49 who drank alcoholic beverages are 78% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+



## The Bob & Tom Show Male Listeners are Consumers of *Clothing & Shoes*

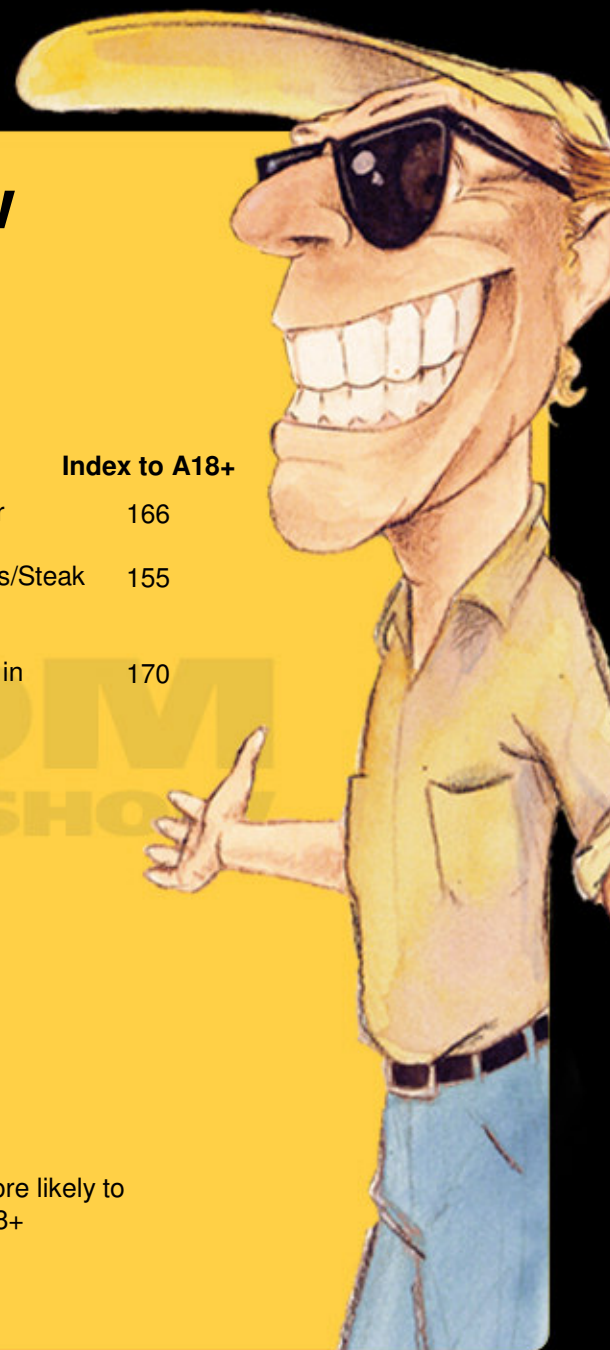


<u>Men 18-49</u> last year	Index to A18+	<u>Men 25-54</u> last year	Index to A18+
Athletic Shoes	160	Athletic Shoes	158
Men's Clothing	173	Men's Clothing	162
Shoes	167	Shoes	154
Sports Clothing	142	Sports Clothing	142

**THE BOB & TOM SHOW**

How to Read: Men 18-49 who bought athletic shoes in the last year are 60% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+

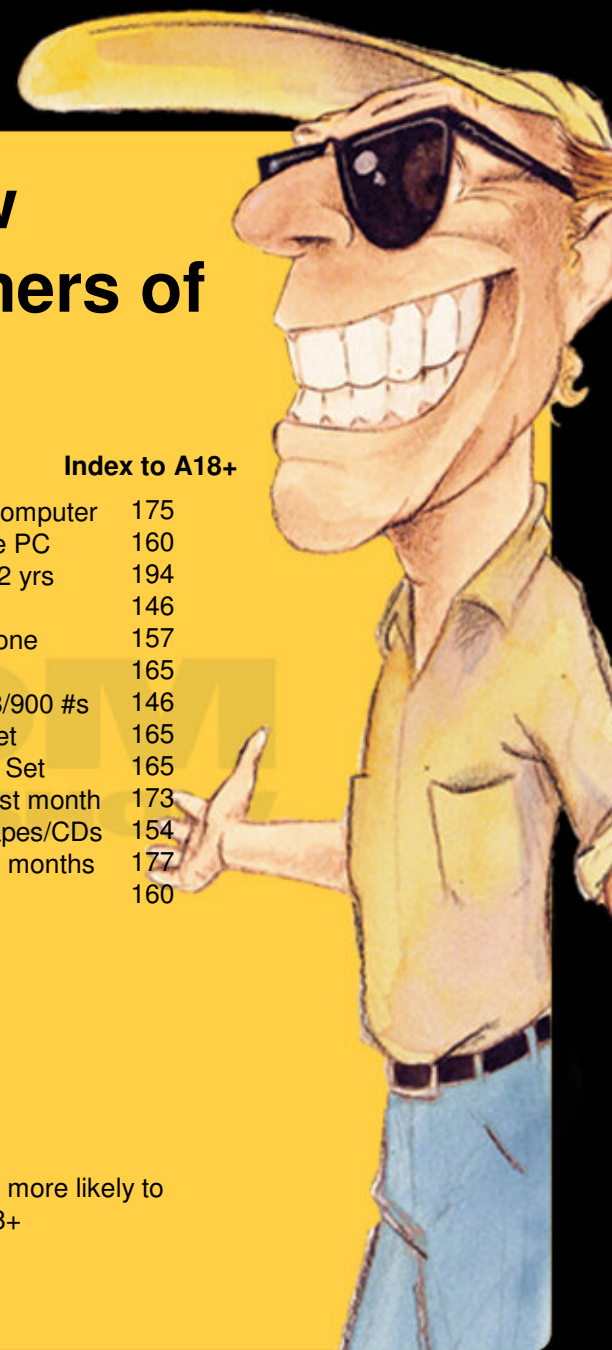


## The Bob & Tom Show Male Listeners who *Dine Out*

<u>Men 18-49</u>	<u>Index to A18+</u>	<u>Men 25-54</u>	<u>Index to A18+</u>
Dined Out in the last year	176	Dined Out in the last year	166
Ate in Family Restaurants/Steak house in the last 6 months	167	Ate in Family Restaurants/Steak house in last 6 months	155
Used Fast Food/Drive-In in the last 6 months	179	Used Fast Food/Drive-In in last 6 months	170

How to Read: Men 18-49 who dined out in the last year are 76% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+



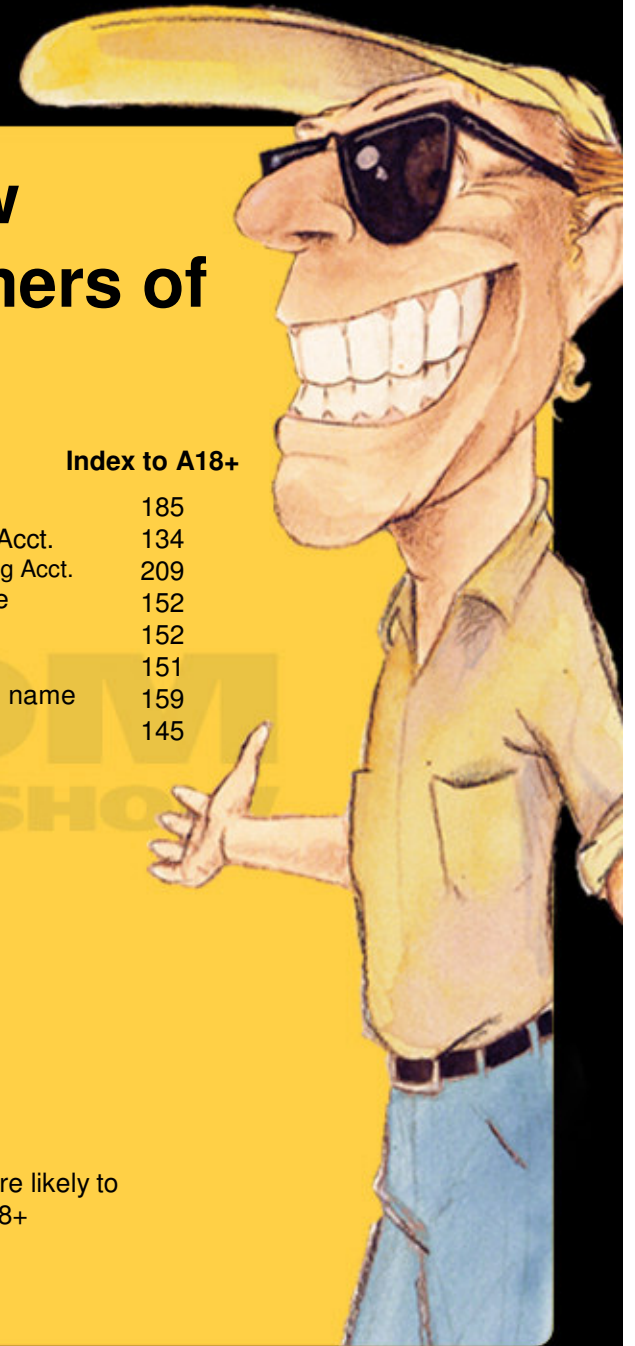
# The Bob & Tom Show

## Male Listeners are Consumers of *Electronics*

<u>Men 18-49</u>	<u>Index to A18+</u>	<u>Men 25-54</u>	<u>Index to A18+</u>
Own a Home Personal Computer	186	Own a Home Personal Computer	175
Decision Maker for Home PC	174	Decision Maker for Home PC	160
Bought Home PC in last 2 years	193	Bought Home PC in last 2 yrs	194
Use PC at Work	165	Use PC at Work	146
Have Call Waiting on Phone	156	Have Call Waiting on Phone	157
Have Caller ID on Phone	161	Have Caller ID on Phone	165
Personally Used 800/888/900 #s	153	Personally Used 800/888/900 #s	146
Decision Maker for TV Set	183	Decision Maker for TV Set	165
Have a Large Screen TV Set	176	Have a Large Screen TV Set	165
Went to Video Store in last month	183	Went to Video Store in last month	173
Bought Pre-Recorded Tapes/CDs	171	Bought Pre-Recorded Tapes/CDs	154
Bought Batteries in last 6 months	192	Bought Batteries in last 6 months	177
Own a cell/digital Phone	177	Own a cell/digital Phone	160

How to Read: Men 18-49 who own a home personal computer are 86% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+

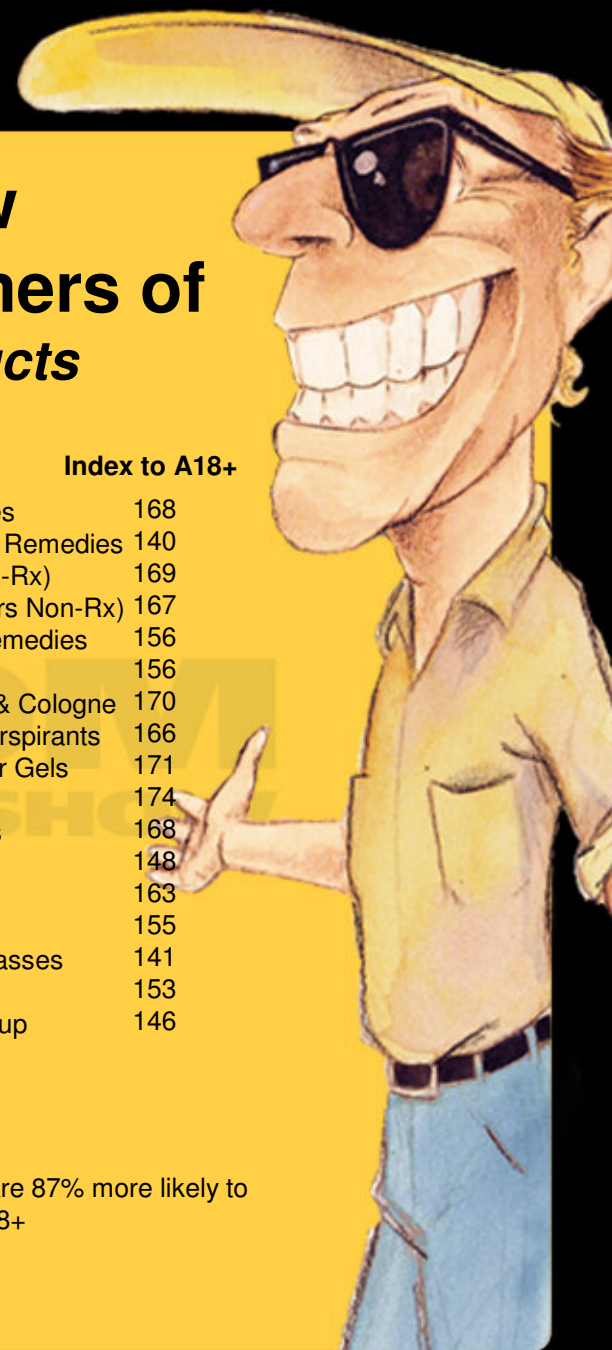


# The Bob & Tom Show Male Listeners are Consumers of *Financial Services*

<u>Men 18-49</u>	<u>Index to A18+</u>	<u>Men 25-54</u>	<u>Index to A18+</u>
Have Savings Account	188	Have Savings Account	185
Have Interest Checking Acct.	147	Have Interest Checking Acct.	134
Have Non-Interest Checking Acct.	225	Have Non-Interest Checking Acct.	209
Have 1 <sup>st</sup> Home Mortgage	152	Have 1 <sup>st</sup> Home Mortgage	152
Own Securities	176	Own Securities	152
Have IRA or 401K	168	Have IRA or 401K	151
Have Credit Card in own name	162	Have Credit Card in own name	159
Have 3+ Credit Cards	163	Have 3+ Credit Cards	145

How to Read: Men 18-49 who own a savings account are 88% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+

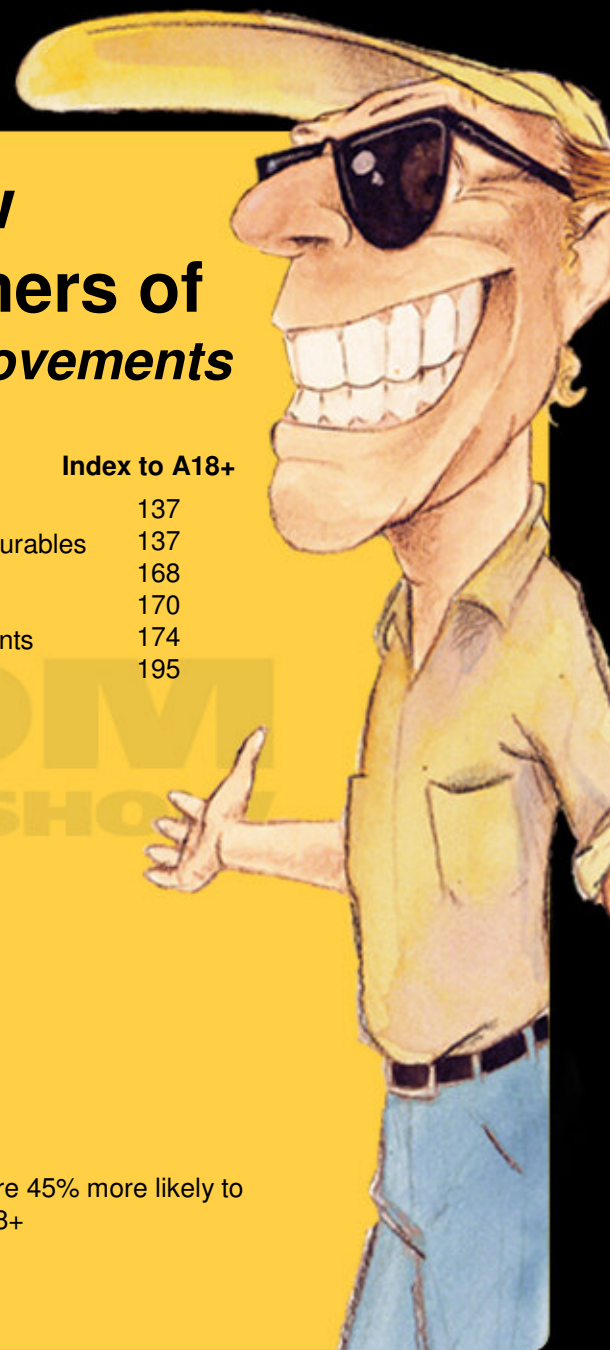


## The Bob & Tom Show Male Listeners are Consumers of *Health & Personal Care Products*

<u>Men 18-49</u> last 6 mo.	Index to A18+	<u>Men 25-54</u> last 6 mo.	Index to A18+
Used Adhesive Bandages	187	Used Adhesive Bandages	168
Used Cold/Sinus/Allergy Remedies	144	Used Cold/Sinus/Allergy Remedies	140
Used Cough Drops (Non-Rx)	169	Used Cough Drops (Non-Rx)	169
Used Headache Relievers Non-Rx)	176	Used Headache Relievers Non-Rx)	167
Used Upset Stomach Remedies	177	Used Upset Stomach Remedies	156
Used Lip Care Products	176	Used Lip Care Products	156
Used Aftershave Lotion & Cologne	194	Used Aftershave Lotion & Cologne	170
Used Deodorants/Antiperspirants	178	Used Deodorants/Antiperspirants	166
Used Shaving Creams or Gels	186	Used Shaving Creams or Gels	171
Used Razor Blades	197	Used Razor Blades	174
Used Disposable Razors	194	Used Disposable Razors	168
Used Electric Shavers	145	Used Electric Shavers	148
Used Dental Floss	176	Used Dental Floss	163
Used Mouthwash	176	Used Mouthwash	155
Wear Prescriptive Eyeglasses	174	Wear Prescriptive Eyeglasses	141
Used Suntan/Sunscreen	178	Used Suntan/Sunscreen	153
Used Vitamins/Dietary Sup.	161	Used Vitamins/Dietary Sup.	146

How to Read: Men 18-49 who used adhesive bandages in the last 6 months are 87% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+



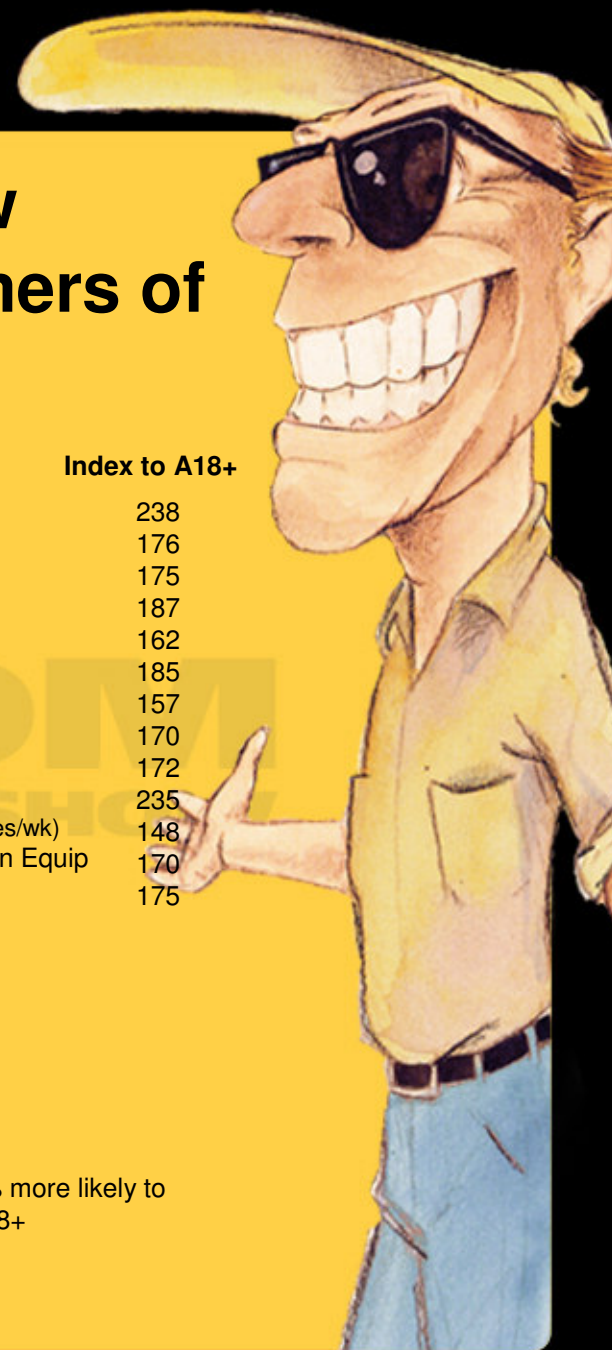
# The Bob & Tom Show

## Male Listeners are Consumers of *Home Appliances/Furnishings/Improvements*

<u>Men 18-49</u>	last year	Index to A18+	<u>Men 25-54</u>	last year	Index to A18+
Bought HH Furnishings		145	Bought HH Furnishings		137
Bought HH Appliances/Durables		142	Bought HH Appliances/Durables		137
Did Home Remodeling		192	Did Home Remodeling		168
Did Home Improvements		186	Did Home Improvements		170
DIY of Home Improvements		189	DIY of Home Improvements		174
Bought Tools		205	Bought Tools		195

How to Read: Men 18-49 who bought household furnishings in the last year are 45% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+

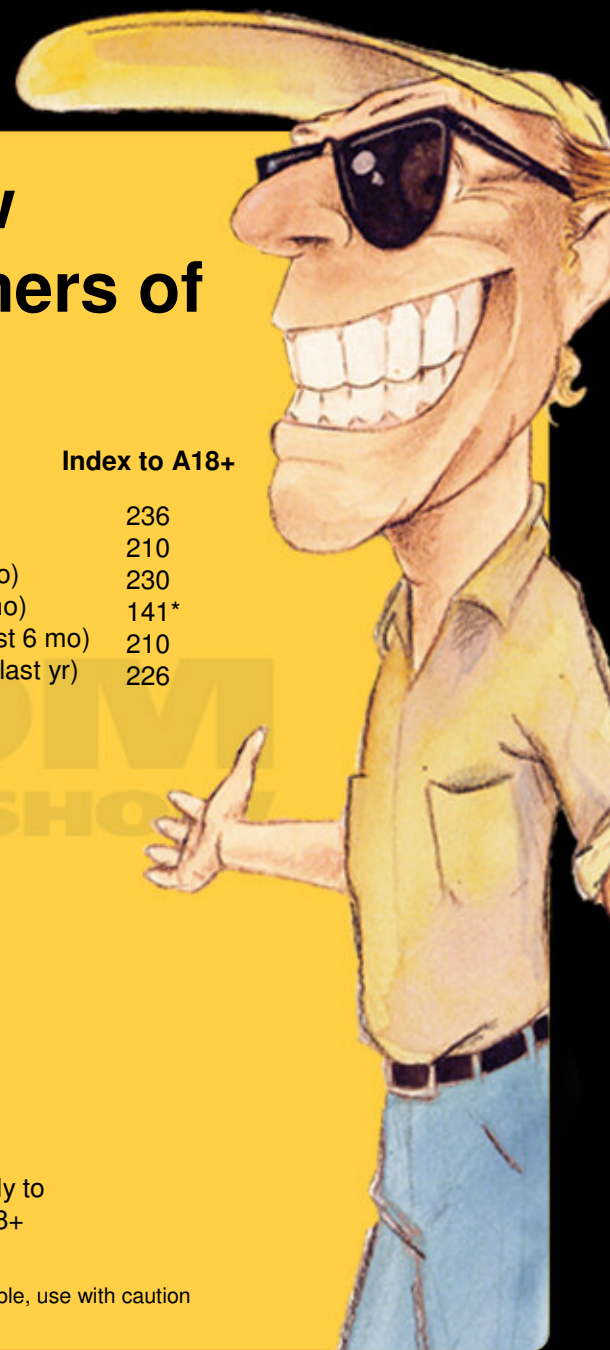


## The Bob & Tom Show Male Listeners are Consumers of *Leisure Activities*

<u>Men 18-49</u> last year	Index to A18+	<u>Men 25-54</u> last year	Index to A18+
Go Camping	229	Go Camping	238
Barbecue	197	Barbecue	176
Go to Bars/Night Clubs	181	Go to Bars/Night Clubs	175
Play Cards	201	Play Cards	187
Surf the Net	174	Surf the Net	162
Play Video Games	214	Play Video Games	185
Attend Movies	170	Attend Movies	157
Participate in Sports	182	Participate in Sports	170
Attend Sporting Events	187	Attend Sporting Events	172
Golf	238	Golf	235
Exercise Regularly (2+ times/wk)	169	Exercise Regularly (2+ times/wk)	148
Bought Sports Recreation Equip	177	Bought Sports Recreation Equip	170
Bought Lottery Ticket	181	Bought Lottery Ticket	175

How to Read: Men 18-49 who went camping in the past year are 129% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+

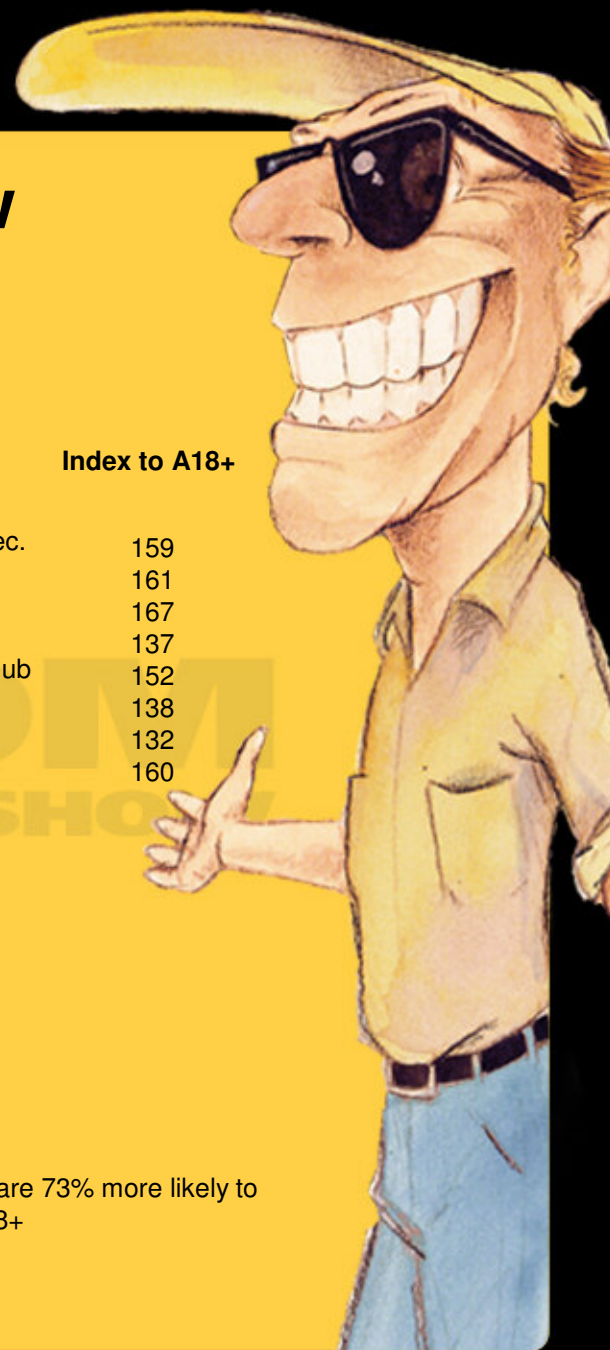


## The Bob & Tom Show Male Listeners are Consumers of *Pet Products*

<u>Men 18-49</u> last year	Index to A18+	<u>Men 25-54</u> last year	Index to A18+
Owens a Cat	246	Owens a Cat	236
Owens a Dog	221	Owens a Dog	210
Used Cat Food (last 6 mo)	208*	Used Cat Food (last 6 mo)	230
Used Dog Food (last 6 mo)	139*	Used Dog Food (last 6 mo)	141*
Used Cat/Dog Treats (last 6 mo)	217	Used Cat/Dog Treats (last 6 mo)	210
Used Tick Care Prod (in last yr)	235	Used Tick Care Prod (in last yr)	226

How to Read: Men 18-49 who own a cat are 146% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+ \*Data relatively unstable, use with caution

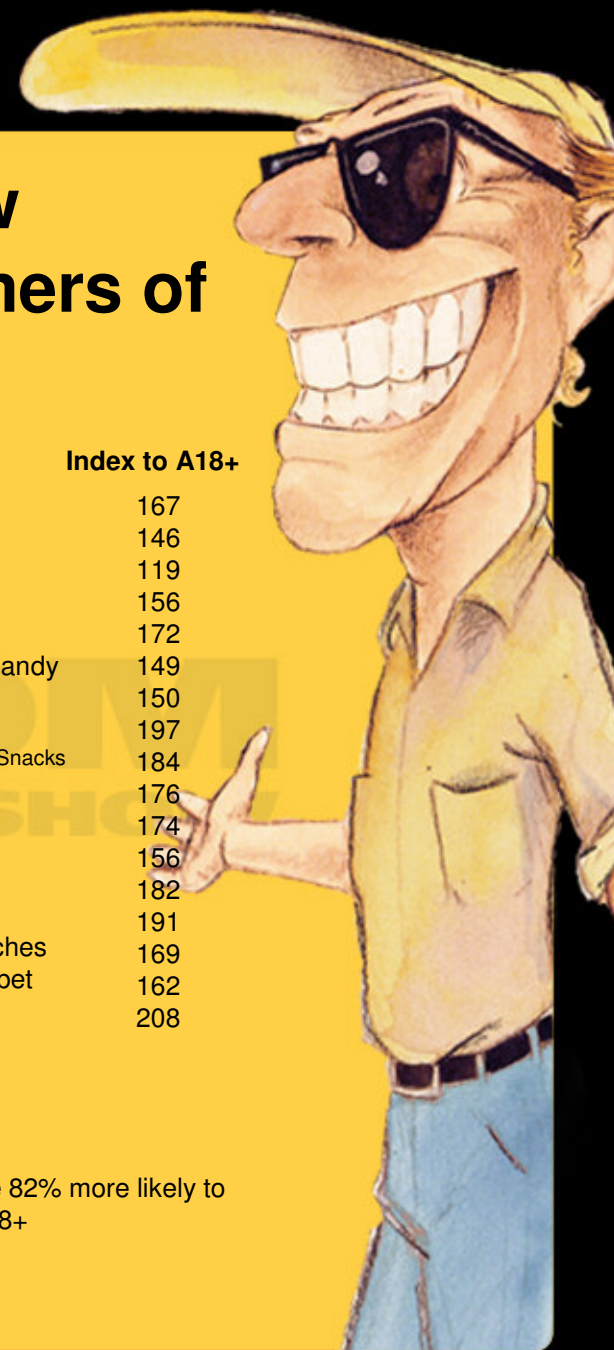


# The Bob & Tom Show Male Listeners are Shoppers

<u>Men 18-49</u> last year	Index to A18+	<u>Men 25-54</u> last year	Index to A18+
<b>Stores Shopped In:</b>		<b>Stores Shopped In:</b>	
Appliance, Hardware, Elec.	173	Appliance, Hardware, Elec.	159
Convenience	156	Convenience	161
Dept., Clothing, Variety	180	Dept., Clothing, Variety	167
Drug	132	Drug	137
Grocery & Warehouse/Club	163	Grocery & Warehouse/Club	152
Office/Computer Supply	140	Office/Computer Supply	138
Shoe	137	Shoe	132
Ordered By Internet	180	Ordered By Internet	160

How to Read: Men 18-49 who shop in Appliance, Hardware, Electronic Stores are 73% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+



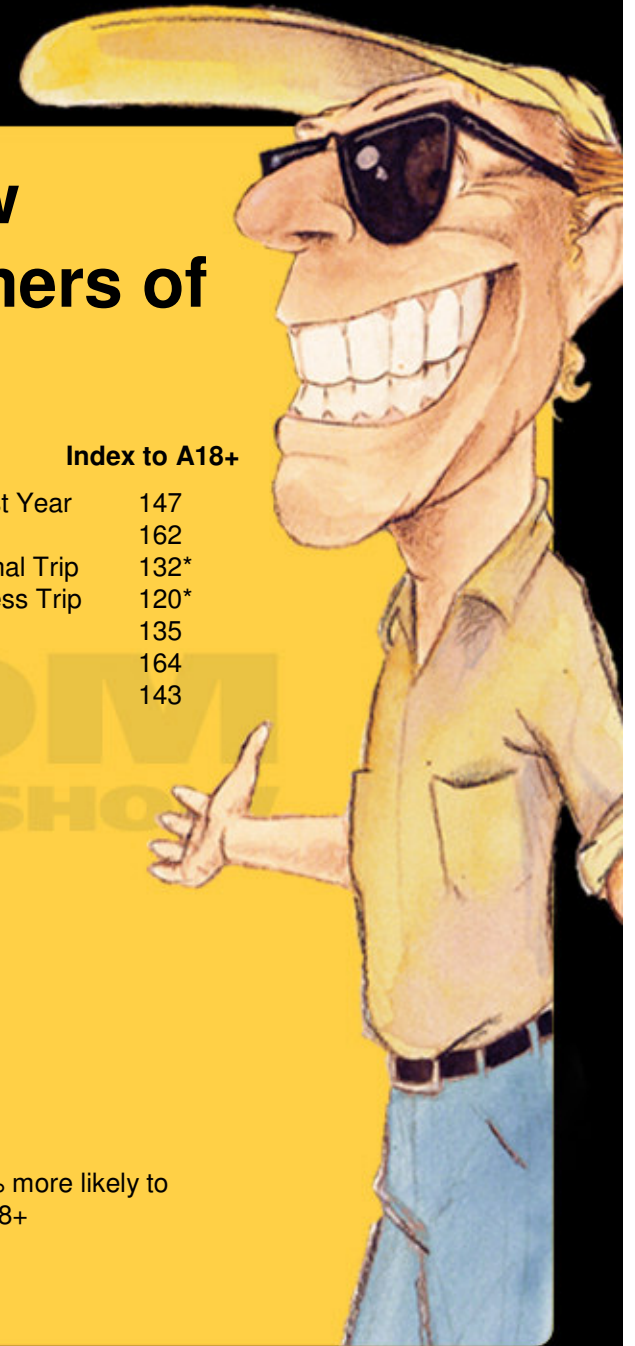
# The Bob & Tom Show

## Male Listeners are Consumers of Snacks

<u>Men 18-49</u> last 6 mo	Index to A18+	<u>Men 25-54</u> last 6 mo	Index to A18+
Chewing Gum	182	Chewing Gum	167
Breath Fresheners	173	Breath Fresheners	146
Mints	141	Mints	119
Hard Roll Candy	181	Hard Roll Candy	156
Regular Size Candy	175	Regular Size Candy	172
Packages of Miniature Candy	159	Packages of Miniature Candy	149
Nuts	160	Nuts	150
Popcorn	211	Popcorn	197
Corn/Tortilla Chips & Cheese Snacks	196	Corn/Tortilla Chips & Cheese Snacks	184
Potato Chips	190	Potato Chips	176
Pretzels	186	Pretzels	174
Cookies	172	Cookies	156
Doughnuts	186	Doughnuts	182
Snack Cakes	208	Snack Cakes	191
Ice Cream Bars/Sandwiches	181	Ice Cream Bars/Sandwiches	169
Ice Cream/Ice Milk/Sherbet	176	Ice Cream/Ice Milk/Sherbet	162
Meat Snacks	223	Meat Snacks	208

How to Read: Men 18-49 who bought chewing gum in the last 6 months are 82% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+



# The Bob & Tom Show Male Listeners are Consumers of *Travel*

<u>Men 18-49</u>	<u>Index to A18+</u>	<u>Men 25-54</u>	<u>Index to A18+</u>
Took a Plane Trip in Last Year	152	Took a Plane Trip in Last Year	147
Took a Domestic Trip	168	Took a Domestic Trip	162
Took a Domestic Personal Trip	124*	Took a Domestic Personal Trip	132*
Took a Domestic Business Trip	136	Took a Domestic Business Trip	120*
Took a Foreign Trip	149	Took a Foreign Trip	135
Stayed in a Hotel/Motel	175	Stayed in a Hotel/Motel	164
Visited a Theme Park	160	Visited a Theme Park	143

How to Read: Men 18-49 who took a plane trip in the last year are 52% more likely to listen to Bob & Tom than the general population of Adults 18+

Source: Mediamark Research Inc., Spring 2008; Base – Adults 18+



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