



The *Dr. FRIDAY Show*®

Maximize your business, Minimize your expenses and Simplify your advertising!



Brand Your Business On Radio and Television

Outstanding Package

FOR LESS THAN \$30 a DAY

- 25 - Radio ad spot with personal endorsement
- 91 - Television spots with personal endorsement
- 3 - Live radio interview on “The Dr. Friday Show”
- Cumulus Radio is the second largest radio network in the world WTN reaches over 300,000 households
- NewsChannel 5+ reaches over 630,000 households on 12 different cable stations
- Ad on www.DrFriday.com
- Website links
- 535250 – Emailed Newsletters you will get an Ad

This is the prime time when consumers are spending money or getting everything organized for the end of the year brand your business.



DR. FRIDAY®
5115 Maryland Way
Brentwood, TN 37027
615.367.0819/800.522.0819

www.DrFriday.com





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This is a 13 week contract for \$2600.00
From November 2011 to January 2012

You will get the following:

25 – Radio Ads

13 – Radio ads personally endorsed by Dr. Friday on “The Dr. Friday Show” which airs every Saturday from 2 to 3pm on 99.7 WTN.

12 – Radio ads personally endorsed by Dr. Friday on The One minute money moments aired during drive time on 99.7 WTN.

3 – Live Interviews

3 – Live interviews on “The Dr. Friday Show” which airs every Saturday from 2 to 3pm on 99.7 WTN. This is talk radio so during the interview you will be taking live telephone calls.

91 - Television Interview

6 - Pre-recorded television show that we will film live so you can showcase your business by answering questions that best displays your business and qualifies you as an expert in your business, so people will want to use your services. These shows will play 7 times a week. We have 2 shows a month that rotate every other week, changing at 8:30pm every Friday. The first Friday of every month starts a new cycle of shows. You will be on for 13 weeks on NewsChannel 5+ “The Dr. Friday Show”.

Website Ad and linking

You will be listed as an Approved Business Consultant on the Dr. Friday’s website www.DrFriday.com

Newsletter Ad

Your business name and website, email and telephone number will be listed on our online newsletter so they can go directly to your website from our newsletters to get more information about you and your business.

Promotional Material Provided

DVD of all 6 Television shows and a CD of the 3 live radio shows



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“The Dr. Friday Show” is on NewsChannel 5+ which airs on the following cable stations:

**Comcast
Charter
Columbia Power
GE-Glasgow Electric
Insight
DeKalb Telephone**

**New Wave
CDE Clarksville Electric
Jackson Energy
NCTC
Tullahoma Utilities
Volunteer Wireless**

“The Dr. Friday Show” airs at:

**Friday at 8:30pm
Saturdays at 12pm
Sundays at 6:30am
Mondays at 1pm
Tuesdays at 1:30pm
Wednesdays at 1:30pm
Friday at 1pm**



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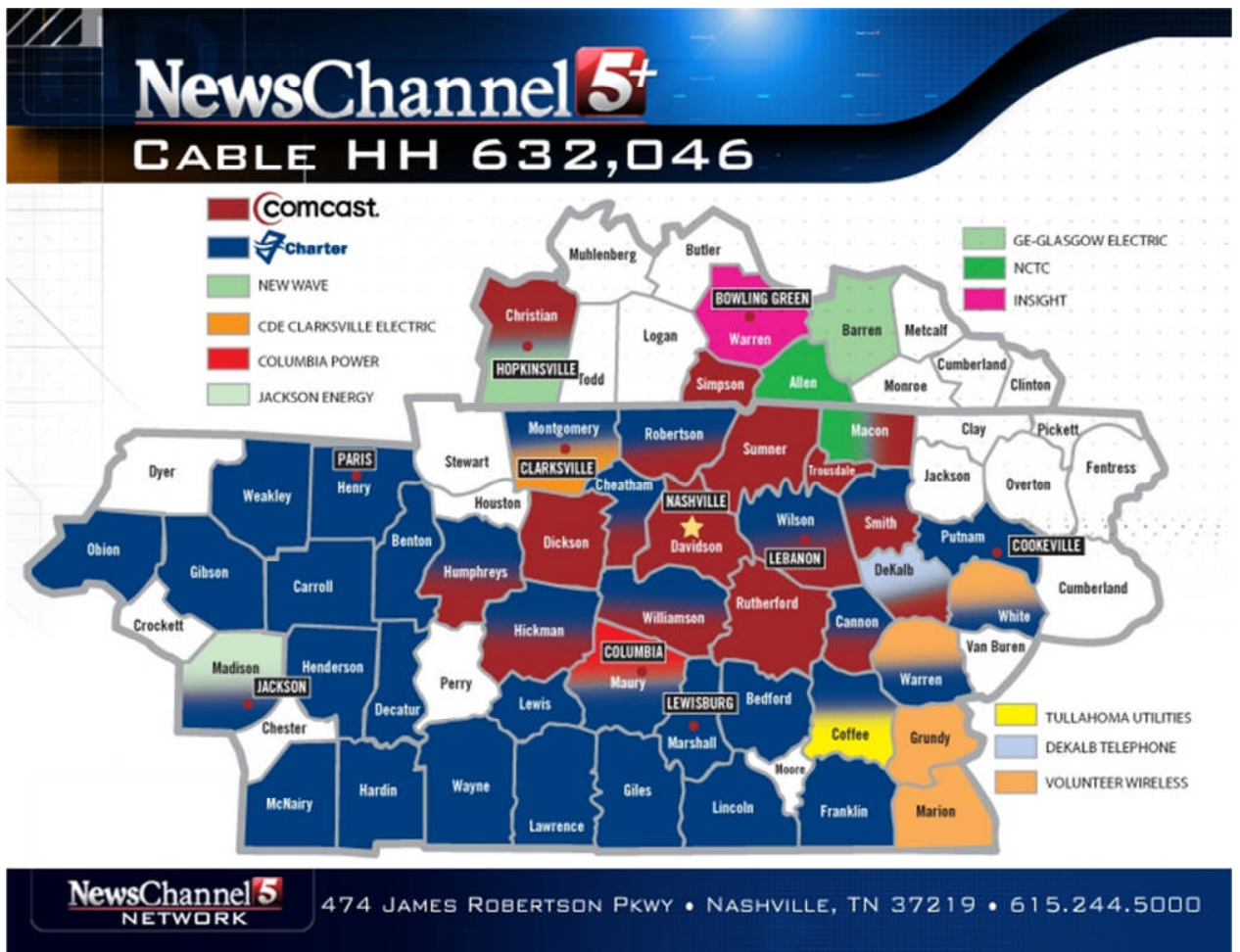




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NewsChannel 5+



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Know Your Marketing

JUST DO IT – Nike

WHERE'S THE BEEF – Wendy's

FRIENDLY HANDS PEOPLE – State Farm

Why Branding

Do you want success?

Do you want money?

Do you want recognition?

Why branding on the radio?



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Radio simply **Works Better** than other local media

Unaided brand recall is 4.5x higher when advertisers have radio in the mix.¹

Radio provides 49% more ROI than TV.²

1/3 of listeners search for URLs heard on radio.³

92% of listeners do not regularly avoid radio commercials.⁴

¹ Radio Ad Lab, ² Milward Brown/IRI 2005, ³ BIGresearch SIMM11 2008, ⁴ Coleman Research/Arbitron, 2006

Flexibility = Affordability = Great ROI



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Radio Offers A Strong Solution For Every Budget

Unlike most other media, radio offers very reasonable entry costs (commercial time and commercial campaign costs) that can be tailored to your specific needs and budget. Even the smallest businesses can achieve meaningful results and strong ROI by leveraging the strengths that are unique to radio.

Radio audiences are very loyal, which allow advertisers to target the same listeners over and over with the needed frequency to drive results. Radio is also a very flexible media. Advertisers can target our entire communities of listeners or just a fraction of them (i.e. single-station, single-day part, or program-specific targeting) with the same ability to deliver an effective, high-frequency campaign.

Larger businesses, which need relatively more audience reach to grow can achieve their goals within their budget. Smaller businesses, which need relatively less reach to grow significantly, can do the exact same thing! Please contact us to learn more about radio advertising options.



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Which Media Is Right For Your Business?

	Cost Per Impression	Ability To Reach Large Local Audiences	Ability To Reach Same People Frequently	Impact of Commercial Messages	Cost to Create High Quality Advertisement
TV (net affiliate)	\$\$\$\$	✓✓✓✓	✓✓✓	✓✓✓	\$\$\$\$\$
Cable	\$	✓	✓	✓✓✓	\$\$\$\$\$
Radio	\$	✓✓✓✓	✓✓✓✓	✓✓✓✓	\$
Newspaper	\$\$\$\$\$	✓✓	✓✓	✓	\$\$\$
Billboards	\$	✓✓✓	✓✓✓✓	✓	\$\$\$\$
Direct Mail	\$\$\$\$\$	✓✓✓✓	✓	✓	\$
Adwords™	\$	✓	—	—	\$



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Did You Know?



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Why Advertise?



The Key To Growth: Being Known Before You're Needed

Advertising is an investment in the growth and future of your business. Consumers who buy products or services from firms like yours almost always buy them from a business that they knew about *before* their need occurred. Advertising increases the likelihood that more consumers will know who *you* are when they are ready to buy.

Advertising has other important benefits: it helps defend your revenue from competitors, it encourages repeat business, it can improve employee morale, and make it easier to hire the best people.

So should you advertise? Absolutely. The trick is finding the right medium for your business and budget. It's vital that whatever you choose, the media must reach enough of the right people, reach them frequently, and reach them with a compelling enough message to stick in consumer minds. If you'd like to know [more about radio](#), please feel free to [contact us](#) for help or click [here](#) for more comparative media information.



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Radio Is The Most Cost-Effective Branding Media Available. Period.



No Media Reaches More People More Often For Less

Radio is the dominant out-of-home media in the US, reaching 93% of your local consumers each week. Among the thousands of commercial messages that these consumers are exposed to each day, radio advertising is unique: it reaches consumers when they have little else to distract them. In fact, the engagement levels for radio advertising (the percentage of people who actively pay attention to the ads) is by far the highest of any mass media.

This impact is magnified by the emotional and motivating power of audio. Numerous studies have demonstrated that the connections made through audio messaging have more impact on consumers than either video or print. Because radio listening is extremely habitual, the medium reaches the same consumers with greater average frequency than any other media.

Finally, radio is the most affordable mass-market media available. Compared to the cost of reaching a similar sized audience with the same frequency, radio advertising costs a fraction of other local media.



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Who's listening to DR FRIDAY?

- **82% own their own homes**
- **Huge disposable income**
- **Active purchasers of vehicles and homes**
- **Incredible buying power**
- **Have household income over \$50,000**
- **Targeted local audience**

WWTN Audience Statistics



- **WWTN SuperTalk 99.7 listeners :**
 - 253,700 different listeners M – Su 6am – 12m
 - 58.9% Male, 41.1% Female
 - 54% of WWTN Listeners earn \$75,000 and above.
 - 86.6% of listening audience are home owners.
 - 75.9% listeners are aged 35+
 - 23,550 spent \$3000 + on home improvement last year
- **Businesses that have found continued success with live endorsements on WWTN:**

Smiles by Design, Lexus of Nashville, About Face, The Good Feet Store, Zander Insurance, Rescue Mission of Nashville, Terry DeSelms ReMAX, Pilkinton Eye Center, Prime Mortgage, Invisible Fence, Genesis Diamonds, Window World, Gusset Jeans, Olshan, Hiller Plumbing, and more!

Source: Aug 2006 - Jul 2007 Scarborough, Fall Arbitron 2008



CUMULUS

Phone: 615-321-1067 ■ Fax: 615-321-5771 ■ 10 Music Circle East ■ Nashville, TN 37203



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Host: DR. FRIDAY, Ph.D.-NA, EA, CPB, CQA – The Money Doctor



“The Dr. Friday Show” a television and radio show educates people about money and taxes. It talks about business opportunities and she teaches her audience how to be successful entrepreneurs. She talks about the effects money has on our personal life and our business. She shows how you can keep more money in your pocket. These are powerful shows about money, taxes and entrepreneurship.

Dr. Friday is the president of Dr. Friday Tax and Financial Firm, Inc. As president of Dr. Friday Tax and Financial Firm, Inc. she has grown her company to one of the top outsourcing financial firms in the country. Our clients have found that outsourcing their accounting and payroll to my firm; they have saved up to 50% on their accounting side of their business. Dr. Friday Tax and Financial Firm, Inc. is the home of the \$100.00 a month QuickBooks Accounting package, full service payroll, tax planning and tax services. Dr. Friday protects her client through representation with the Internal Revenue Service giving them piece of mind against liens, levies, IRS audits and back taxes issues. She also helps evaluate a business for sale or purchase and she evaluates clients’ portfolios to see when the best time to retire is and how much they need to set aside for taxes.

Radio:

Dr. Friday is host of “The Dr. Friday Show” Your Money Doctor

2:00 - 3:00pm on Saturday 99.7 WWTN

The One Minute Tax and Money Moments on 99.7 WWTN

Television:

“The Dr. Friday Show” Your Money Doctor - Tax and Money Show NewsChannel 5+ on seven times a week on eight different cable stations.

The Retirement Report is three professionals- Dr. Friday EA,

Tax and Money Expert, Russ Cook, Estate Lawyer- Hank Parrott ,Certified Financial Planner-

Live every Friday at 8:00 to 9:00am

Author

Dr. Fridays- new e-book – **Be Rich , Be an Entrepreneur**

Speaker:

Dr. Friday does workshops on taxes and money all over the United States every year.

Dr. Friday uses her knowledge to help others by educating them on the financial side of their life.

Associations:

National society of tax professionals

Member of the Williamson County Chamber of Commerce

National Association of Enrolled Agents

Dr. Friday’s cause: Is conducting camps for young people to learn how to be entrepreneurs. Entrepreneurs are the way of the future. They are the backbone of this great country



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Contact Information

DR FRIDAY

**5115 Maryland Way
Brentwood, Tn 37027**

Tel: 800-522-0819

E-Fax: 615-261-9198

Email: Friday@DrFriday.com

Webpage: www.DrFriday.com



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