



PR 101 Radio

Introducing

PR 101 Radio

Marketing Advice for Small Business

Debuts January 9th, 2008
Wednesdays Noon – 1pm PST

wsRadio.com | iTunes Radio

Three Girls
Media & Marketing

Spreading the good news...about you!

“PR 101 Radio: Marketing for Small Business,” is the world’s first live, call-in advice show providing insight into Public Relations, Marketing and Advertising. Hosted by Erika M. Taylor, CEO/Chief Publicist for the award-winning PR Agency, Three Girls Media & Marketing Inc., PR 101 Radio is a weekly, hour-long program that will debut on January 9th, 2008.

Where will PR 101 Radio be heard? wsRadio (wsRadio.com), the world’s largest independent Internet talk radio station, will air PR 101 Radio: Marketing Advice for Small Business. The show will air simultaneously on iTunes Radio. The program will also be available via podcast, and PR 101 Radio listeners worldwide can hear the program rebroadcast three times each week, as well as find it on the wsRadio.com archives for 1 full year.

Who is listening to PR 101 Radio? The show anticipates drawing an initial combined weekly audience of a quarter million, growing to over a half-million within 6 months, and plans to syndicate to millions by the end of 2008. Audience demographics are equally split male/female and average 25-54 in age. Listeners are college educated, have professional careers, and many have families. Eighty percent of the audience is based in the U.S., 20% is international with listeners worldwide.

Who Should Advertise on PR 101 Radio? Any company, consultant, entrepreneur, group or individual who wants to reach hundreds of thousands of the listener base above! Companies that offer any type of B2B services - from janitorial services to printers and marketing companies to promotional items - are perfect for the show. Products and services that help those with busy lifestyles, families, businesses, pets and more are also a good match.

How will PR 101 Radio be promoted? A major national media campaign to promote the show will begin on January 1st, 2008 including press releases, e-news announcements, newspaper stories and on-air radio commercials. Sixty- and thirty-second ads announcing the new show will air on all 100+ programs heard on WSRadio and aired on iTunes Radio and other stations. Pre-announcements about the show’s debut began in November 2007.

Why Advertise on PR 101 Radio? PR 101 Radio offers remarkable rates and tremendous visibility for companies who want to market to other small- and medium-sized businesses and entrepreneurs and their lifestyles. The incredible long-term exposure PR 101 Radio provides through live broadcasts, re-runs and archiving make advertising on the program a real bang-for-buck opportunity. Your

company can reach hundreds of thousands of potential clients across the U.S., Canada and worldwide for ad prices unheard of in commercial radio.

What are PR 101 Radio's Sponsorship Packages? Keep reading! The following pages outline all seven of the advertising options available to you and your business.

About Erika M. Taylor – Host of PR 101 Radio

Erika enjoyed an award-winning, 18-year career in radio and TV broadcasting in the San Francisco Bay Area before transitioning to the Public Relations industry. Ultimately Taylor launched her own successful agency, Three Girls Media & Marketing Inc., in 2005. Prior to Three Girls, Taylor managed PR campaigns for The United Way, The California State Legislature and NBC, including work with the cast of Will & Grace and Crossing Jordan. As a journalist, Erika enjoyed the lighter side of TV, hosting Simpson's and Star Trek marathons for the WB network, and co-hosted several top-rated morning radio programs. Taylor has secured over 5000 media placements in Mega-Tier outlets like InStyle, USA Today, NY Times, Oprah, Dr. Phil, The O'Reilly Factor and CNN, as well as international press throughout Europe, Australia and Mexico.

About wsRadio.com

WSRadio stands for **World Syndicated Radio**. The broadcasting network airs over 100 shows per month and is the largest independent Internet talk radio station in the world. WSRadio produces eBay Radio for eBay, Business Radio for Entrepreneur Magazine and the Wall Street Journal, Marketing Matters Live! for the American Marketing Association, PriceWaterhouseCoopers Radio as well as programs and for high profile companies, associations, and individuals with business, health, hobby, political and special interest shows. WSRadio programs are rebroadcast on iTunes Radio, Windows Media Player and on podcast, as well as archived online for 12 months.

CONTACT PR 101 RADIO

LIVE SHOW CALL-IN: 1-877-474-3302

LIVE SHOW EMAIL QUESTIONS: erika@pr101radio.com

OFFICE: 408-929-8068

FAX: 866-875-7487

EMAIL: Jeanna Piazza, Producer
jeanna@pr101radio.com

Erika M Taylor, Host
Erika@pr101radio.com

WEB: www.PR101Radio.com

SNAIL MAIL:

PR 101 Radio 15690 Rica Vista Way San Jose, CA 95127

QUESTIONS? Call the PR 101 Radio Team at today to have all your sponsorship questions answered. **408-929-8068**



INTRODUCTORY ADVERTISING RATES

PR 101 Radio - TITLE SPONSORSHIP

Title Sponsorship is the highest profile advertising opportunity on PR101 Radio and offers the most bang-for-buck for your company's advertising dollars. Only **ONE** Title Sponsorship is available every six months, providing your company with exclusive advertising at an incredible value for half of the year.

Fee: - **Only \$6.94 per mention/ad!**
- **\$7990.00 total for a comprehensive 6-month advertising campaign**
- See payment plan option below!

Includes:

- Two (2) professionally produced radio commercials – a 60- and 30- second ad including script-writing, background music, and professional voice-over talent.
- Inclusion of Your Company as Title Sponsor in all marketing and PR efforts for PR 101 Radio, including press releases, e-news announcements, etc.
- Your Company's 60- and 30-second commercials will air during each show.
- Three (3) live 10-15 second intros *per show*, announced by the show Host, i.e. *"PR 101 Radio is brought to you by Your Company...the makers of award-winning widgets. Find them at www.YourCompany.com or 1-800-LUV-WIDGETS."*
- One (1) live five-to-six (5-6) minute interview on PR 101 Radio, giving Your Company an incredible opportunity to promote itself in an editorial format. The show producers will prep Your Company's representative and interview questions will be coordinated prior to the live show. All interviews will be conducted live by PR 101 Radio Host, Erika M. Taylor.
- Each live program will be re-run three (3) times per week on wsRadio *and* on iTunes Radio, be available via podcast, and will remain in the online archives for 12 months (1 year) giving Your Company incredible visibility and amazing value.
- Two (2) Featured Partner articles including Your Company logo and direct website link in two (2) different issues of Three Girls Media & Marketing Inc. e-news, distributed once per month (total of 1 feature in 6-months).
- A web link to Your Company on the PR 101 Radio, wsRadio.com *and* Three Girls Media & Marketing Inc. website.
- A FREE Archive you can link directly to your company's website, e-newsletter, blog etc. The easily downloadable version will be available the day following the live broadcast.

Commercial Schedule:

- **3 ads** per show X 8 shows per week = 24 ads per week / **96 per month**
- **3 live intros** per show X 8 shows per week = 24 intros per week / **96 per month**

TOTAL: - **1 live 5-6-minute live on-air interview**
- **192 on-air mentions/ads per month**
- **1152 on-air mentions/ads per 6-month period**

Payment Plan: Only \$ Only \$6.94 per mention/ad! MC/Visa accepted.

Down -	\$3,995.00
Month 2 –	\$ 799.00
Month 3 –	\$ 799.00
Month 4 –	\$ 799.00
Month 5 –	\$ 799.00
Month 6 –	\$ 799.00
TOTAL:	\$7990.00 (for 6-month ad campaign)



Discount: 10% (\$799) for payments *in full* at beginning of Sponsorship.

PR 101 Radio – PARTNER SPONSORSHIP

Partner Sponsorship with PR 101 Radio offers your company high visibility, second only to Title Sponsorship.

Fee: - *Only \$9.72 per mention/ad!*

- **\$5,599 total for a comprehensive 6-month advertising campaign**
- See payment plan option below!

Includes:

- One (1) professionally produced, 60-second radio commercial including script-writing, background music, and professional voice-over talent.
- Your Company's 60- second commercials will air during each show.
- One (1) live 10-15 second intro for *one segment per show*, announced by the show Host, i.e. *"This portion of PR 101 Radio is brought to you by Your Company...the makers of award-winning widgets. Find them at www.YourCompany.com or 1-800-LUV-WIDGETS. "*
- Each live program will be re-run three (3) times per week on wsRadio *and* on iTunes Radio, be available via podcast, and will remain in the online archives for 12 months (1 year) giving Your Company incredible visibility and amazing value.
- A Featured Partner link including Your Company logo in one issue of Three Girls Media & Marketing Inc. e-news, distributed once per month (total of 6 issues over 6-months).
- A web link to Your Company on the PR 101 Radio and wsRadio.com websites.
- A FREE Archive you can link directly to your company's website, e-newsletter, blog etc. The easily downloadable version will be available the day following the live broadcast.

Commercial Schedule:

- **1 live intro** per show X 8 shows per week = 8 intros per week / **32 per month**
- **2 ads** per show X 8 shows per week = 16 ads per week / **64 per month**

TOTAL: - 96 on-air mentions/ads per month

- 576 on-air mentions/ads per 6-month period

Payment Plan: *Only \$9.72 per mention/ad!* MC/Visa accepted.

Down - \$2,240.00

Month 2 – \$ 672.00

Month 3 – \$ 672.00

Month 4 – \$ 672.00

Month 5 – \$ 672.00

Month 6 – \$ 672.00

TOTAL: \$5,599.00 (for 6-month ad campaign)



Discount: 10% for payments *in full* at beginning of Sponsorship.

PR 101 Radio – SEGMENT/TOPIC SPONSORSHIP

Segment/Topic Sponsorship offers incredible affordability and the flexibility of a shorter, 3-month campaign.

Fee: - Only \$10.41 per mention/ad!

- **\$3,999 total for a comprehensive 6-month advertising campaign**
- See payment plan option below!

Includes:

- One (1) professionally produced, 60-second radio commercial including script-writing, background music, and professional voice-over talent.
- Your Company's 60- second commercial will air during each show.
- One (1) live 10-15 second intro for *one segment per show*, announced by the show Host, i.e. *"Coming up next, What's the better choice for small businesses: print or internet advertising? Joan Smith is an award-winning author who will help you determine what's right for your business. The segment is brought to you by Your Company...the makers of award-winning widgets. Find them at www.YourCompany.com or 1-800-LUV-WIDGETS. "*
- Each live program will be re-run three (3) times per week on wsRadio.com *and* on iTunes Radio, be available via podcast, and will remain in the online archives for 12 months (1 year) giving Your Company incredible visibility and amazing value.
- A web link to Your Company on the PR 101 Radio *and* wsRadio.com websites.
- A FREE Archive you can link directly to your company's website, e-newsletter, blog etc. The easily downloadable version will be available the day following the live broadcast.

Commercial Schedule:

- **1 live intro** per show X 8 shows per week = 8 intros per week / **32 per month**
- **2 ads** per show X 8 shows per week = 16 ads per week / **64 per month**

TOTAL: - 96 on-air mentions/ads per month
- 288 on-air mentions/ads per 3-month period

Payment Plan: Only \$10.41 per mention/ad! MC/Visa accepted.

Down - \$1,500.00
Month 2 – \$ 833.00
Month 3 – \$ 833.00
TOTAL: \$3,999.00 (for 3 months total)

Discount: 10% for payments *in full* at beginning of Sponsorship.



PR 101 Radio - SPECIAL ELEMENT SPONSORSHIPS

Sponsor PR 101 Radio's *PR Tip-of-the-Week* or *Marketing Tip-of-the-Week* for high profile visibility over a 3-month period!

Fee: - Only \$13.01 per mention/ad!

- **\$2,499 total for a comprehensive 6-month advertising campaign**
- See payment plan option below!

Includes:

- One (1) professionally produced 60-second radio commercial including script-writing, background music, and professional voice-over talent. Commercials are owned by your company.
- Your Company's 60-second commercial will air one time during each show in the commercial break immediately following the Special Element your company sponsors.
- One (1) live 10-15 second intro for *one Special Element segment per show (PR or Marketing Tip)*, announced by the show Host, i.e. *"The PR Tip-of-the-Week is brought to you by Your Company...the makers of award-winning widgets. Find them at www.YourCompany.com or 1-800-LUV-WIDGETS."*
- Each live program will be re-run three (3) times per week on WSRadio *and* on iTunes Radio be available via podcast, and will remain in the online archives for 12 months (1 year) giving Your Company incredible visibility and amazing value.
- A Featured Partner link including Your Company logo in each issue of Three Girls Media & Marketing Inc. e-news, distributed twice per month (total of 6 issues over 3-months).
- A web link to Your Company on the PR 101 Radio *and* Three Girls Media & Marketing Inc. websites.
- An easily downloaded version of each show will be available the day following the live broadcast.

Commercial Schedule:

- **1 live intro** per show X 8 shows per week = 8 intros per week / **32 per month**
- **1 ad** per show X 8 shows per week = 16 ads per week / **32 per month**

TOTAL: - 64 on-air mentions/ads per month

- 192 on-air mentions/ads per 3-month period

Payment Plan: Only \$13.01 per mention/ad! MC/Visa accepted.

Down - \$1,500.00

Month 2 - \$ 750.00

Month 3 - \$ 750.00

TOTAL: \$2,499.00 (for 3 months total)

Discount: 10% for payments *in full* at beginning of Sponsorship.



PR 101 Radio - GUEST EXPERT ADVERTORIALS

Guest Expert Advertorials on PR 101 Radio are the perfect advertising opportunity for individuals and companies that can provide insight, advice and expertise and services related to the PR/Marketing/Advertising Industries, or who can offer Case Studies of your companies experience in these categories.

PR 101 Radio can accommodate four (4) Guest Advertorials every show and Guest Experts will be interviewed live by show Host, Erika M Taylor.

Who is appropriate for a Guest Interview Sponsorship? ANY person or company that provides services, products, consulting, resources or personal experience in the PR, Advertising and Marketing Industries. This includes, but is not limited to: graphic artists, photographers, website developers, direct mail experts, internet advertising pros, branding experts, packaging and manufacturing reps, retail buyers, technology solution experts, financial/banking advisors and many, many more!

Fees: Each interview will air a total of *8 times* in one week

Short Advertorial: 5-6 minute interview **\$375 = \$7.81 per minute** (over 8 airings)

Long Advertorial: 11-14 minute interview **\$700 = \$6.25 per minute** (over 8 airings)

Advertorial Guest Sponsorships Include:

- One (1) live 10-15 second teaser per show announcing the upcoming guest. Teasers are announced by the Show Host, i.e. *"Coming up on PR 101 Radio, we'll be joined by Jane Fabulous of Jane's Fabulous Websites. She'll share the 5 biggest mistakes small business make on their site so stay tuned for her insight."*
- One (1) live interview (short or long-form) on PR 101 Radio, giving Your Company an incredible opportunity to promote itself in an editorial format. The show producers will prep Your Company's representative and interview questions will be coordinated prior to the live show. All interviews will be conducted live by PR 101 Radio Host, Erika M. Taylor.
- The live program will be re-run six (6) times per week: three times each on wsRadio.com *and* on iTunes Radio, be available via podcast, and will remain in the online archives for 12 months (1 year) giving Your Company incredible visibility and amazing value.
- A web link to Your Company on the PR 101 Radio, wsRadio.com *and* Three Girls Media & Marketing Inc. websites.
- An easily downloaded version of each show will be available the day following the live broadcast.

Payment: MC/Visa accepted. Guest Advertorial Sponsorships are payable in full; no payment plan available.

PR 101 Radio – A LA CARTE COMMERCIALS

Starter Package - \$800

Includes:

- Two (2) professionally produced radio commercials – a 60- and 30- second ad including script-writing, background music, and professional voice-over talent.
- Your Company's 60- and 30-second commercial will air during once each over the course of two different PR 101 Radio programs; two commercials in each show.
- Each live program will be re-run three (3) times per week on WSRadio *and* on iTunes Radio, be available via podcast, and will remain in the online archives for 12 months (1 year) giving Your Company incredible visibility and amazing value.
- A web link to Your Company on the PR 101 Radio *and* Three Girls Media & Marketing Inc. websites.
- An easily downloaded version of each show will be available the day following the live broadcast.

Payment: MC/Visa accepted. No payment plan is available for this Sponsorship.

Additional Air Time for Commercials*:

This option applies to Clients who *already have* broadcast-quality, ready-to-air commercials from prior ad campaigns with PR 101 Radio or other professional sources.

\$50 each – Airing of 60-second commercial (5-airing minimum = \$250)

\$35 each – Airing of 30-second commercial (5- airing minimum = \$175)

****Ask about volume pricing!*** If your company does not have pre-produced commercials, a Starter Package or other Sponsorship Package must be purchased.

QUESTIONS? Call the PR 101 Radio Team at today to have all your sponsorship questions answered or book your package today!

408-929-8068

All advertising and sponsorship rates good through January 31st, 2008.