



Business Radio

from WALL STREET to Peachtree.

biz 1190 
**WALL STREET
BUSINESS NETWORK™**
Always Right on the Money.

The **WIZARD** *and* **OSS**
a Radio Real Estate Extravaganza

www.WizardandOss.com

Broadcasting Live from
our Flagship Station



WALL STREET
BUSINESS NETWORK.

Home of



- Atlanta's Only Business News Station
- With Metro Atlanta's Only Real Estate Entertainment Show
- Specially Programmed for Affluent Management Level Professionals 35+
- 38.1% of Listeners that have a Net Worth Over \$1 Million (\$1,000,000)

Let the “ *Wizard and Oss* ” Show help your business reach Metro Atlanta's most sought after consumers !

- 68.3% are in peak earning years
- 78% Have investment portfolios
- 82.3% Investors
- 51.0% Top Management
- 90.7% College Educated
- 55.8% \$100,000+ Income



2010

WizardandOss.com



770.405.0450

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The Business Talk Listener:

Demographics

25-34 16.1%

35-44 31.1%

45-54 21.1%

55-64 17.1%

65+ 15.1%

(68.3% are in peak earning years)

Psychographics

Owns his/her own 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% value over \$200,000)

72% Frequently use air travel

45% Travel Internationally

Education

College Educated 90.7%

Graduated College 74.4%

Post Graduate Work 43.5%

Employment

Business, Industry, Investor 82.3%

Manufacturing 21.8%

Finance 22.6%

Business Influencers

Top Management 51.0%

Chairman, Director, President 21.7%

CEO/CFO/COO 22.9%

General Management 38.1%

Household Income

Over \$100,000 55.8%

Net Worth Over \$1 Million 38.1%



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Show Description



What happens when you throw an Emmy award winning TV meteorologist who is the movie industry's "weather guy", into a studio with adrenalin seeking pro adventurer who is a 30 plus year wizard of the real estate industry and a sweet, unassuming young lady? You will have some fun and you might even learn a thing or two about real estate, travel, dining out, finance, mortgages, construction, home repair and life!

Join the *Wizard and Oss* to see how it all shakes out Saturday mornings at 8am on BIZ1190!! Start your weekend right. Wake up with Paul Ossmann, Bill Borden and Tanna this Saturday.

For Complete Talent Biographies Please Visit www.WizardandOss.com

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Innovated Listener Access

*and Involvement Makes the Wizard and Oss Show not
just background noise but an Event to Showcase
your Business*

For Wizard and Oss Listeners on the GO!

- *360Cobb.com - "Text2Wizard" System, gives listeners the ability
to text the studio directly from their mobile devices*

Courtesy of



- *Access to the Show on your Mobile Device with
specialized Mobile Applications*
- *Live Call in Phone line to the Studio*
- *Web Access to Our Studio Chat Room on our Website*





Home of **1190** WALL STREET BUSINESS NETWORK.



Social Media Exposure for Your Business

The Wizard and Oss a Radio Real Estate Extravaganza,



The Wizard and Oss,

a Radio Real Estate

Extravaganza,

with your host

Paul Ossmann,

the Wizard,

Bill Borden

and featuring

Ms. Tanna Krewson

Listen !

Our Flagship Station

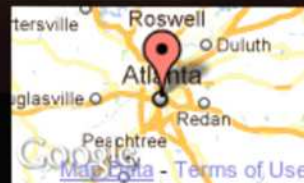


"An entertaining radio program with all the current info and special guest needed to keep you one step ahead in today's economy."

"Friends helping friends"

"A great value for my advertising dollar"

Advertising Opportunities



Broadcasting Live from our flagship studios on Peachtree Street in Atlanta, Georgia

Administrative Offices:

Wizard and Oss Facebook Fan Page Screen Shot from http://www.facebook.com/wizardandoss#!/wizardandoss?sk=app_106171216118819

WizardandOss.com



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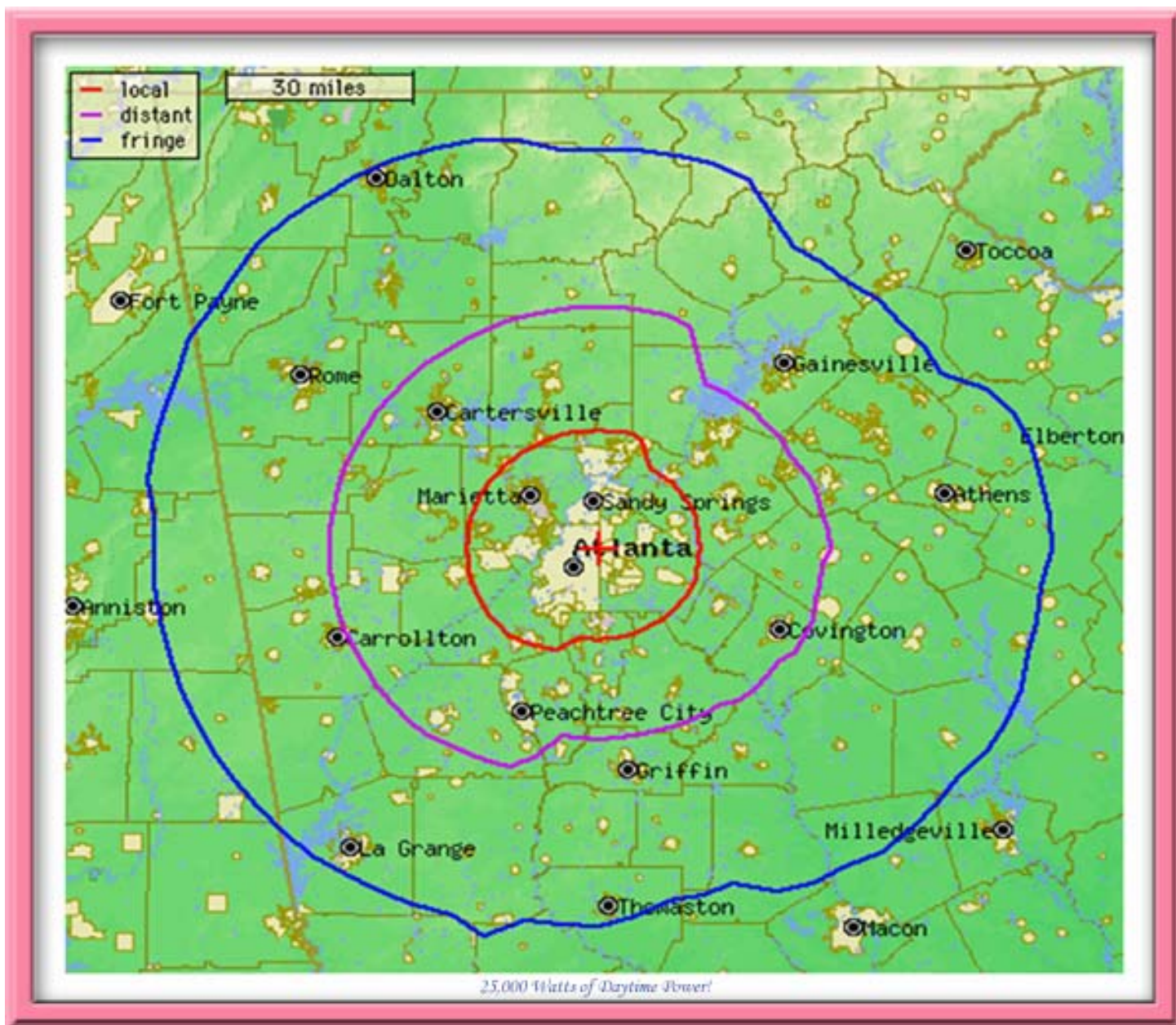


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Coverage Map



Daytime Coverage Pattern for BIZ 1190AM the *Wizard and Oss's* Flagship Station



Oss Broadcasting Network, Inc.

3590 Cherokee Street, NW, Suite 302, Kennesaw, Georgia 30144

Broadcasting Live from our Flagship Station **biz 1190** **WALL STREET BUSINESS NETWORK.**



“WIZARD AND OSS” RATES

COMPLETE SHOW SPONSORSHIP **\$ 600.00**

Limit one per show

- ▶ Includes mentions at top and bottom of hour with four 0:30 commercials.
- ▶ Online visibility and promotion.
- ▶ Live commercial opportunities.
- ▶ Long term relationship to increase visibility and reduce rate.

EIGHT MINUTE SEGMENT **\$ 150.00**

Limit four per show

- ▶ Includes a mention of segment sponsorship in this block as well as adjacent 0:30 commercial spot.
- ▶ On line visibility.
- ▶ Guest potential for sponsor to come on show as newsmaker.

COMMERCIAL AD **\$ 50.00**

Limit 16 per show

- ▶ 0:30 commercial promoting your business (may be combined.)

LIVE COMMERCIAL AD **\$ 75.00**

- ▶ One or more of the hosts talks about your product on the Broadcast

WEATHER SPONSORSHIP **\$ 75.00**

- ▶ Paul Ossmann’s weather appears six times during the hour.
- ▶ Your company name will be attached to this *Emmy* award winning meteorologist’s forecast.

(Multi-week discounts and personal appearances are available)

Wizard and Oss advertisers who are new advertisers to Salem Broadcasting may obtain a discount to other Salem Broadcasting Stations and shows through the Oss Broadcasting Network, Inc.

