



ADVERTISING KIT

“ Early to bed.
Early to rise.
Work like heck and advertise.”

-Ted Turner
Billionaire Business Mogul
(His secret to success for tough economic times.)

“ Advertise. Advertise. Advertise. Your competitors will
go under and you will emerge bigger. Plus, you’ll build
confidence in your customers.”

-Roni Deutch
Multimillionaire Legal Eagle and Business Mogul
(Her secret to success especially during tough economic times.)



CONTACT INFORMATION FOR MS. CEO MEDIA INC. ADVERTISING DIVISION

PHONE: 404-805-8243

EMAIL: ads@msceoshow.com

ACCOUNT EXECUTIVE: _____

PAYMENT
We accept cash, checks and credit/debit cards.

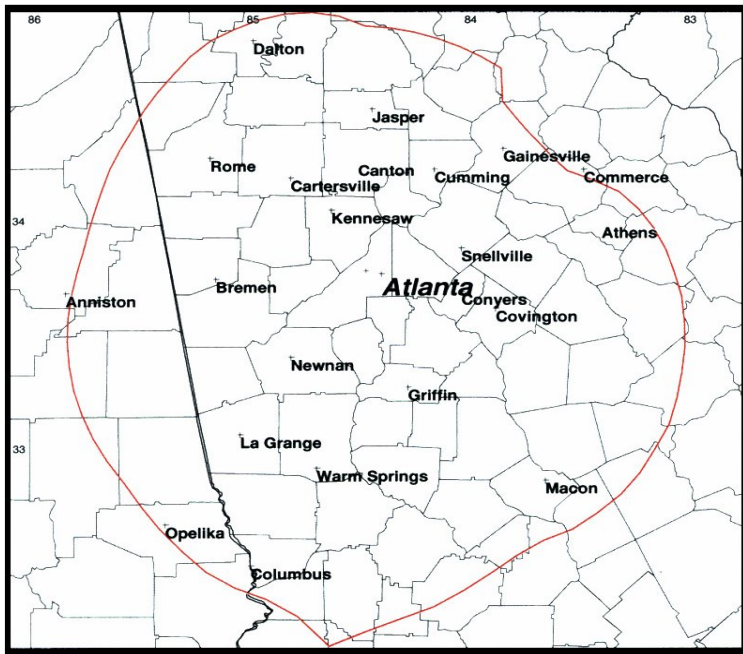


ABOUT THE SHOW

The Ms. CEO Show is talk radio for women entrepreneurs (though men listen as well). Hosted by Felicia Joy, an Atlanta-based entrepreneur, the program gives listeners the opportunity to hear from experts who can answer questions and provide guidance on business topics relevant to small business owners. Whether the listener is tackling a sales problem, looking to increase her financial acumen, or mulling over a new business idea in a slow economy, the show offers an opportunity to learn from successful people. The format includes opinion and analysis, call-in Q&A, and interviews with business experts and established entrepreneurs.

640 WGST COVERAGE MAP

As Atlanta's Braves and business news talk radio station, 640 WGST has 50,000 watts of power covering the metropolitan Atlanta market and outlying suburbs and cities. On a weekly basis, The Ms. CEO Show on 640 WGST reaches up to 250,000 listeners, and if you're advertising with us, these listeners can be converted to customers for your business! Additionally, The Ms. CEO Show has a national audience of listeners via a live online stream at www.640wgst.com.



A KEEN CONNECTION

Advertising your business on The Ms. CEO Show gives you more bang for your buck because of the quality of our relationship with our listeners. Our audience is not passively tuning in to a radio show --- they are actively listening to our program for insight and inspiration that can help them launch or grow a business. This intense focus on the content of our show carries over to the information presented in your advertisement. We deliver both numbers and a quality connection that will help drive customers to your business!

DEMOGRAPHICS

- 75% - Female
- 25% - Male
- 80% - Attended College
- 65% - Income of \$75k+
- Primarily 25-50 years old

DID YOU KNOW?

Women make or influence 9 of 10 purchasing decisions at home and work! Tell them about your business today on The Ms. CEO Show and see your sales grow.

WHY DOES THIS MAKE SENSE FOR YOUR BUSINESS?

The Ms. CEO Show airs Saturdays at 11am on 640 WGST - a prime time to reach potential customers for your business when they can hear your commercial and drop by to see you or visit your website! Boost your sales by promoting your business to up to 250,000 listeners every Saturday!

COMPARE US TO OTHERS - BIGGER REACH AT A MUCH LOWER COST

Contact other advertising outlets and find out how much it will cost to reach up to 250,000 people! We've done the math for you and the average cost to advertise with this kind of reach in Atlanta (and remember we have added value because we have listeners from across the country who tune in online) is \$1,600! That's nearly 20 times our price! Our rates are affordable so that all businesses have an opportunity to get the word out about their company, product, service or event.

ADDED VALUE

In addition to airing your commercial on our radio show, when you advertise with us we will highlight your company, product, service or event on our website as a featured advertiser/sponsor! This will drive traffic directly to your website and increase your search engine optimization visibility (in other words, you have a higher chance of moving up on Google's list when people search the Internet). This means people will hear and see your message—and this will drive your sales!

HOW MUCH?

Our goal is to be very affordable so consider our ads to be the "classifieds" of talk radio! Reach our audience for only \$100 per 15 second spot. We recommend at least three spots per show for maximum impact but the most important thing is to get your message out and at \$100 per spot every business can afford to advertise!

GET STARTED TODAY

Email us at ads@msceoshow.com or call Felicia at 404-805-8243.

Company Name _____

Contact First Name _____

Contact Last Name _____

Phone Number 1 _____

Phone Number 2 _____

**Email Address _____

(Note: Reception ticket confirmation will be emailed to this address.)

Alternate Email _____

Mailing Address 1 _____

Mailing Address 2 _____

City, State, Zip _____

Number of Spots _____ Total \$ _____ Start Date _____

Production Requested [] Yes [] No

Payment Method [] Cash
[] Check (Number _____)
[] Credit Card
Type: AMEX Master Card Visa (circle one)

Name on Card: _____
(If different from name above)

Card Number: _____

Exp Date: _____

Security Code: _____ (3 digits on back or 4 on front)

Card Billing Address _____
(If different from mailing address above)

FINAL AUTHORIZATION AND ORDER CONFIRMATION

I, _____, am an authorized representative of the company named above. I authorize Ms. CEO Media Inc. to accept and process payment in the amount of \$ _____ for a radio and Internet advertising campaign associated with The Ms. CEO Show. **I understand that my receipt and other communications regarding my campaign on The Ms. CEO Show will be delivered to the email address listed above.

Signature of Authorized Representative

Date

Ms. CEO Media Inc. Rep

Print Name

Signature