

# the bottom line network

The logo for 'the bottom line network' features the text 'the bottom line network' in a green, serif font. A vintage-style microphone is positioned over the word 'bottom', and a dollar sign (\$) is placed over the word 'network'. A thin black line starts from the base of the microphone, loops around the bottom of the text, and ends with a small circle on the right side.

The Voice of Small Businesses & Entrepreneurs in the Pacific Northwest®

**The Bottom Line Network** is a local business radio show featuring insightful interviews and conversations with entrepreneurs, business leaders and small business experts regarding lessons learned, business tools and best practices in running a successful business. The show is broadcasted live from Portland, OR on KBNP 1410 AM “The Money Station”, and online, every Wednesday afternoon from 4:00 p.m. to 5:00 pm . It also presents a week in review segment with the latest local business news and events relevant to small businesses in the Pacific Northwest.

## Advertising Opportunities\*

### Corporate Sponsor \$500 (6 weeks)

- On-air promo at opening and closing of show
- Two 60-second commercials per show
- Company logo and link on show’s website
- Sponsor of online live show streaming and podcasts

### Show Sponsor \$300 (4 weeks)

- Two 30-second commercials per show
- Company logo and link on show’s website
- 10-second segment introduction spots

### Segment Sponsor \$150 (1 week)

- Two 30-second commercials per show

*\*Sponsorship rates valid through November 30, 2011. See KBNP 1410 AM Listeners Demographics and Coverage Map on the following page. Show also streams live online!*

For more information or for sponsorship inquiries  
call 503-447-6850 or email [business@thebottomlinenetwork.com](mailto:business@thebottomlinenetwork.com)

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## LISTENER PROFILE & COVERAGE MAP\*

KBNP 1410 AM “The Money Station”- [www.kbnp.com](http://www.kbnp.com)

### Demographics

Owns his/her own home (s). (rental/vacation property included)  
 Owns two or more vehicles. (secondary auto, water/aircraft)  
 Owns Stocks, bonds, mutual funds exceeding \$150,000, or more.  
 83% Respond to KBNP Advertisers  
 80% Listen to KBNP more than one hour per day  
 78% Have investment portfolios (25% value over \$200,000 )  
 72% Frequently use air travel  
 70% Are Business professionals  
 53% Use computers in their workplace  
 45% Travel Internationally

### Household Income

Over \$50,000 84.2%  
 Over \$75,000 68.2%  
 Over \$100,000 55.8%  
 Net Worth Over \$1 Million 38.1%  
 Average Listener Income \$126,705  
 Median Area Resident \$ 72,215

### Age Group

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)

### Professional Activities

Business, Industry, Investor 82.3%  
 Manufacturing 21.8%  
 Finance 22.6%  
 Banking, Insurance/Real Estate

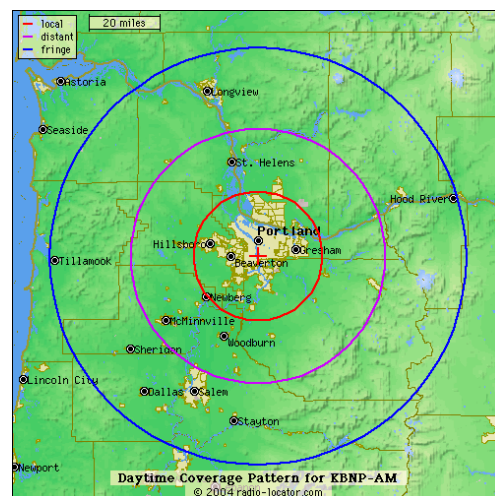
### Education

College Educated 90.7%  
 Graduated College 74.4%  
 Post Graduate Work 43.5%

### Management

Top Management 51.0%  
 Chairman, Director, President 21.7%  
 CEO/CFO/COO 22.9%  
 General Management 38.1%

### Daytime Coverage Map



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\*Source: <http://www.kbnp.com/listeners.html>