

the bottom line network

The logo consists of the text 'the bottom line network' in a green, lowercase, serif font. A vintage-style microphone is positioned over the word 'bottom'. 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 at the top right.

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 starting September 21, 2011. It also presents a week in review segment with the latest local business news and events relevant to small businesses in the Pacific Northwest.

Promotional Sponsorship Opportunities*

Season Sponsor \$1200 (12 weeks)

- On-air promo at opening and closing of show
- Two 30-second commercials per show
- Company logo and link on show’s website
- Sponsor of online live show streaming and podcasts

Corporate Sponsor \$500 (4 weeks)

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

Show Sponsor \$150 (1 week)

- Two 30-second commercials
- Company logo and link on show’s website

**Valid through November 30, 2011. See KBNP 1410 AM Listeners Demographics and Coverage Map on the following page. Show will also stream online live!*

For more information or for sponsorship inquiries
call 503-447-6850 or email business@thebottomlinenetwork.com

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

LISTENER PROFILE & COVERAGE MAP*

KBNP 1410 AM “The Money Station”- 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)

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Professional Activities

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

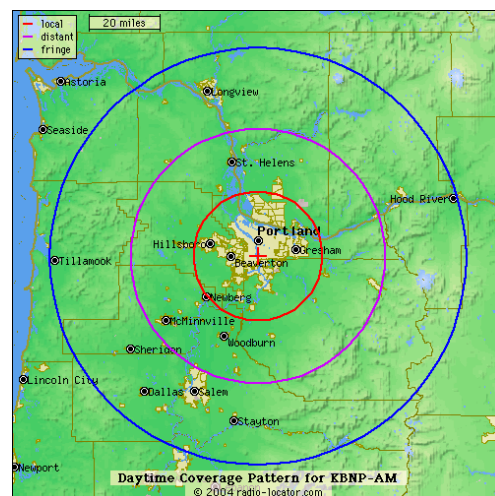
Education

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



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