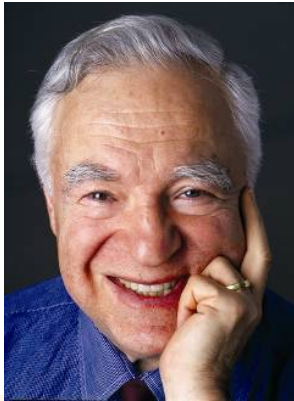


Two-for-One Special Radio Advertising Package



The Travel Show with Arthur Frommer
Sundays 12-2PM



www.wor710.com

**The Restaurant, Food and Travel
Radio Show with Ira Kleinman**
Sundays 12-1PM



Featuring
**"The World of Wine and Spirits
with Ron Kapon"**



www.wgch.com



Suggested Investment - \$25,000

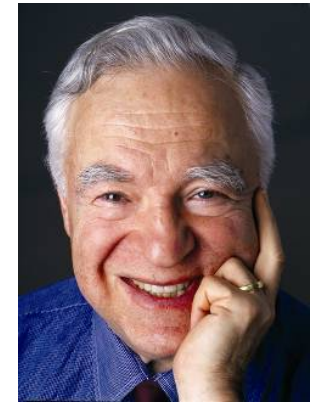
	<u>VALUE</u>
Arthur Frommer or Ira Kleinman remote from your destination	\$25,000
Pre-promotion period – 40 announcements	8,000
Billboards on WOR Radio Network for Arthur Frommer or Ira Kleinman remote (10)	1,000
Inclusion on WOR Website, wor710.com for 60 days	1,500
In-show chatter and press releases	10,000
On-air contest/ trip giveaway	5,000
Call in on WOR Morning Show	5,000
80 sixty-second commercial announcements	20,000
26 sixty-second commercial announcements on the Restaurant, Food and Travel Show with Ira Kleinman	<u>5,200</u>

Value: \$80,700 – Investment: \$25,000 = Savings \$55,700



The Travel Show with Arthur Frommer

- Arthur Frommer hosts The Travel Show heard each Sunday on WOR Radio 710 and on the WOR Radio Network.
- Founder of Frommers Guides, the largest-selling series of travel books, and Budget Travel, the leading low-cost travel magazine.
- Press releases will announce the special broadcasts from your destination to all press.
- 10 days of promotional announcements will tell listeners about your sponsorship of these special LIVE broadcasts.
- Arthur will call into The WOR Morning Show to promote the upcoming remote broadcast.
- WOR's website will feature information about the destination and broadcasts.
- Billboards on WOR Network during show – "This hour of The Travel Show is LIVE from....YOUR DESTINATION!"





The Restaurant, Food and Travel Radio Show with Ira Kleinman

The Restaurant, Food and Travel Radio Show is a weekly, niche market “infotainment” program which targets specific markets in New York, Connecticut and Florida.

Various segments serve as a **radio primer** on the “sights and sounds” of the **world’s most exciting restaurants, travel, food, wine and spirits destinations**. Colorful and lively host **Ira Kleinman** entertains and educates the audience on the history, culture, and events of exciting destinations worldwide.

The show’s guests are drawn from restaurants, hotels, spas, tourist boards, cruise lines and wineries around the world.



Be in Good Company



Advertisers with WOR

Hong Kong Tourist Board

Morocco Tourism

City of St. Petersburg, Russia

Cheeca Lodge, Islamorada

Crystal Springs Resort

Celebrity Cruises

Holland America

Luxury Travel Expo

Atlantic City

Montreal-Acadian Railway

Radisson Seven Seas Cruise

Tourism Island

Halifax, Nova Scotia

Sheraton Waikiki – Honolulu

Canyon Ranch

Key West

Princeville Resort – Kauai

The National Hotel, South Beach

Ft. Lauderdale

Visit Britain

Loews Miami Beach, South Beach

Queen Elizabeth Hotel



Be in Good Company

Advertise Ira Kleinman

Advertisers with The Restaurant, Food and Travel Show

Bacardi

Bombay Sapphire Gin

Buckingham Gate Hotel London

Cavit Wine

Citra Wine

Dewars 12 Scotch

Grey Goose Vodka

Historic Hudson Valley

Joyva Halvah and Tahini

Lifefield Buckwheat Groats

Massachusetts Tourism Board

Murray's Chicken

On-time Limousine

OP Vodka

Oyster Bar Restaurant

Palm Bay Imports

Performing Arts Insider

Perillo Tours

Rubshlager Breads

Scarsdale Ford

Stickley Audi and Co. Furniture

Strega Wine

Terali Wine

Tosti Asti

Turi Vodka

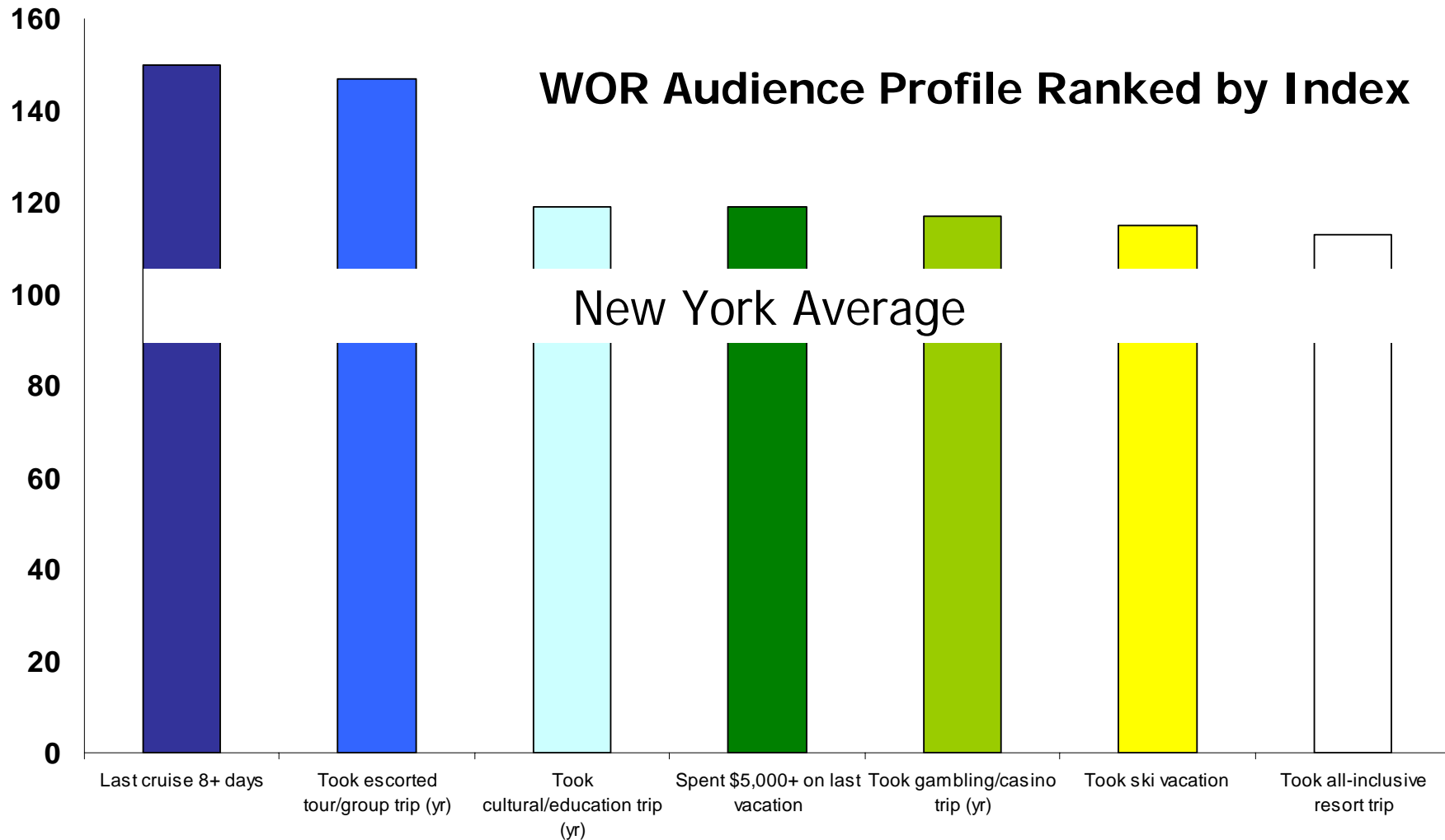
Veuve Cliquot Champagne

Vita Herring

Waldorf Astoria Hotel

Wolf's Kasha

WOR Listeners Live to Travel

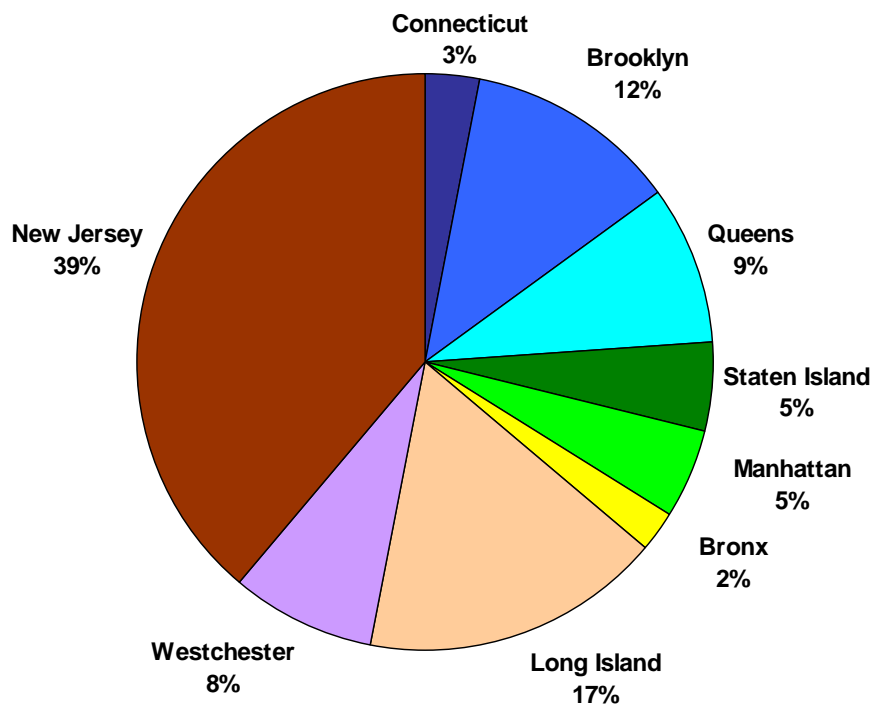


Source: 2005 R-1 Scarborough Report, Adults 18+

WOR's Upscale Audience



Listener Geographic Composite



DEMOS	WOR Listeners	
	<u>Composition</u>	<u>Index</u>
HHI \$100K+	44%	139
Post Graduate Degree	20	150
Own Residence	69	137
Own Second Home	14	175
Home Value \$1Million+	6	204
Stock Portfolio \$500K+	12	172

Source: 2005 R-1 Scarborough Report, Adults 25-54



Sample Programming

The Restaurant, Food and Travel
Radio Show with Ira Kleinman

Winter in the Caribbean

The tourism directors of Jamaica, Grenada, and Anguilla discuss what to see and do on these terrific islands. Ron Kapon meets with the Dewars ambassador to talk about the production of Scotch Whisky.

Weekend at the Equinox

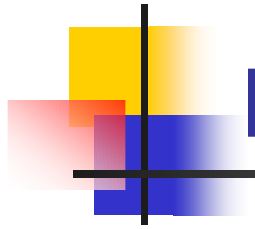
The Food and Wine Weekend at the fabulous Equinox Resort and Spa in Manchester, Vermont is celebrated. Representatives from Stags Leap Winery and Banfi Vineyards talk about European and Californian wines. The general manager and spa director talk about this great hotel.

Great Restaurants in New York City

Onera, Ben Benson's Steak House and Django are the featured restaurants on this week's program. The owners and chefs talk about their exciting menus. Ron Kapon meets with the wine maker of Beringer Winery in Napa, California.

Spas around New York City

The program focuses on fitness centers and spas such as New York Sports Club, Spasun and Bliss at the W Hotel. The dancers in La Cage Aux Folles, the hit new Broadway show, talk about their months of preparation for this great production. Ron Kapon discusses Napa and Sonoma wines.



Market Schedules

The Restaurant, Food and Travel
Radio Show with Ira Kleinman

Long Island, NY

WLIE 540 AM, Saturdays 7:00-8:00 PM

Greenwich, CT

WGCH 1490 AM, Sundays 12:00-1:00 PM
(Listen Live at www.wgch.com)

Sarasota, FL

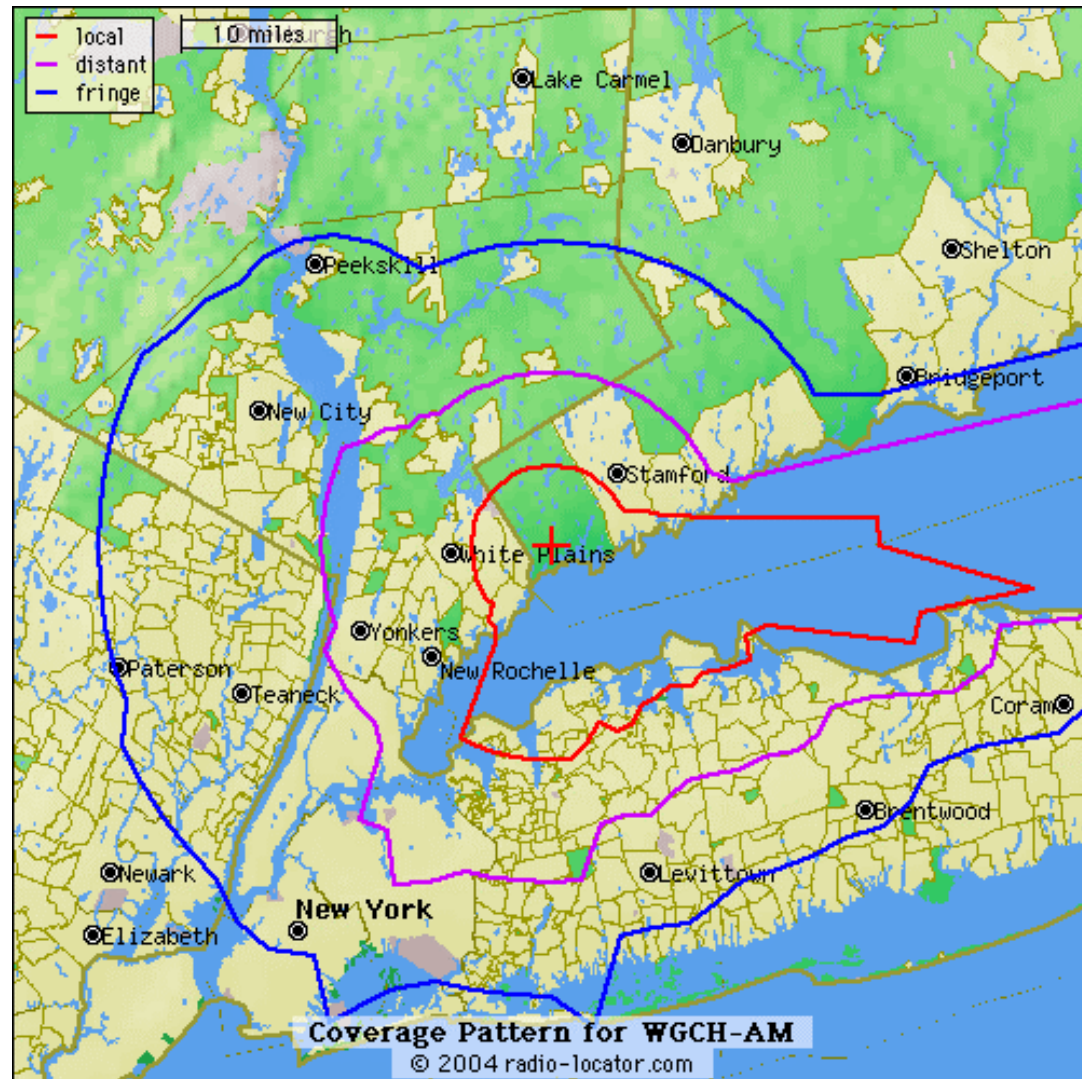
WFLN 1480 AM, Fridays 7:00-8:00 PM

Tri-State Area - WGCH 1490 AM

Daytime coverage for WGCH 1490 AM

WGCH delivers the finest in local, national, and international news and community information. The station serves a unique demographic of more than 80,000 listeners. No other station in lower Fairfield County has a higher percentage of affluent listeners or a higher percentage of sophisticated and highly educated listeners who describe themselves as Professionals and Executives.

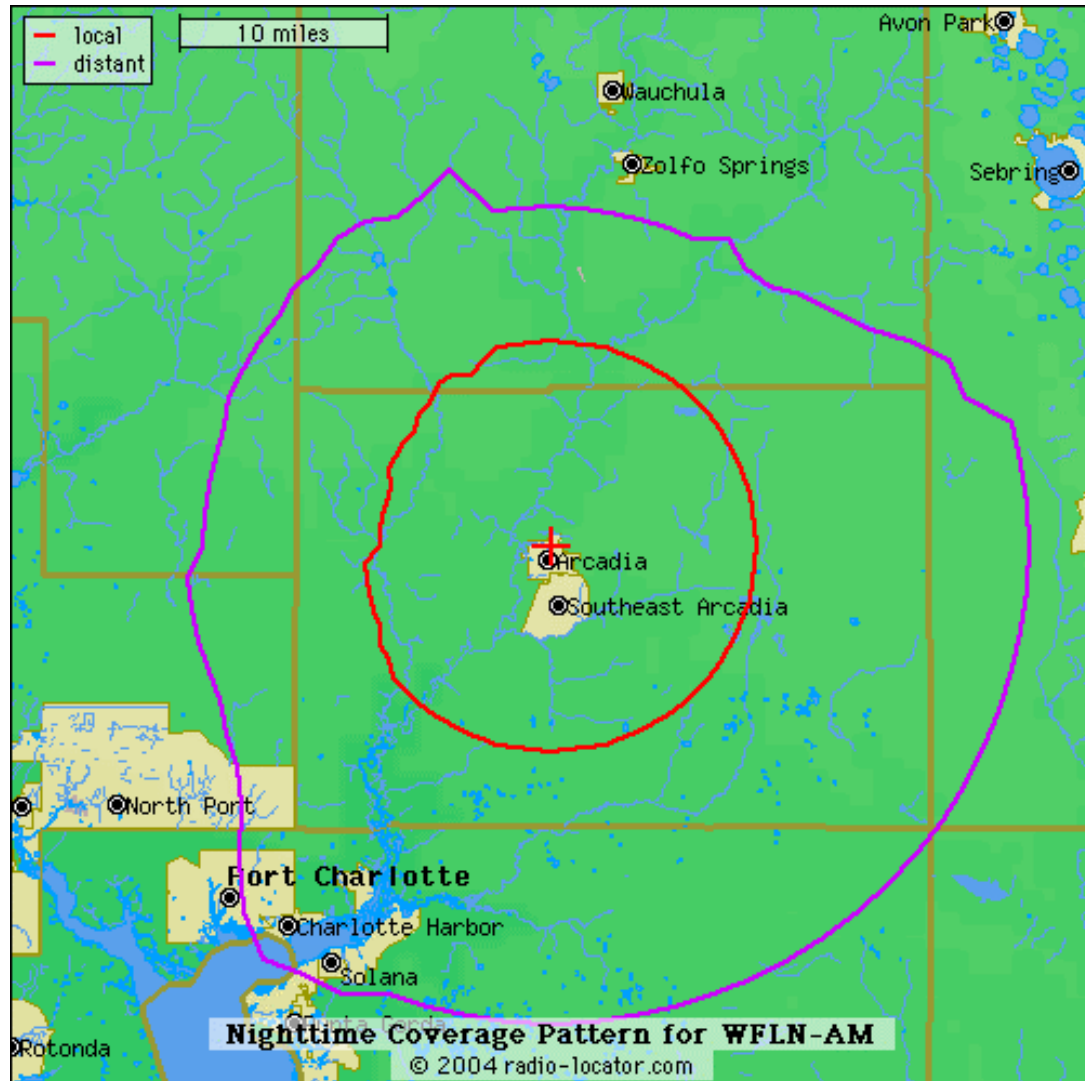
The Restaurant, Food and Travel Radio Show with Ira Kleinman



Sarasota, FL - WFLN 1480 AM

Nighttime coverage for WFLN 1480 AM

The Restaurant, Food and Travel
Radio Show with Ira Kleinman



Tri-State Area - WOR 710 AM

Coverage for WOR 710 AM

The Travel Show
with Arthur Frommer

