

Radio Revenues to Rise 7% in 2021.

*Automotive, restaurants, and real estate, all of which took big hits in 2020 from health-related restrictions, will be the biggest gainers in 2021.

*INSIDE Radio, Borrell Associates Forecast

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Advertise on The BOB & TOM Show

We've created a way to get all of our voices involved in a local spot without having to pay outrageous talent fees. Send us a script highlighting mandatory copy points, and we'll have Tom, Chick, Kristi & Josh cut loose on the mics creating a more organic:60 for your local market.



Nearly 50% of our audience is in the market for a pickup truck.



00:00



Josh Arnold Auto Dealer Endorsement

From brand dealerships with New and Certified Pre-Owned vehicles and Certified Services to Buy Here, Pay Here lots -- all spots can be customized to integrate the client, jingles, or just a cast member talking about the latest deals.

Great Timing: Those now in the market for a vehicle are able to use their tax refunds as a down payment, as the tax deadline was extended to May 17th.



are homeowners.

85% of our audience



00:00

00:00

Tom created multiple commercials for Realtor, Lance Kenmore in Tri-Cities, WA. Real Estate is a great category as The BOB &

Tom Griswold Realtor Endorsement

TOM Show audience is primarily composed of married homeowners, and indexes high with engaged couples, veterans, and active duty. We also reach first time home buyers, those looking to upgrade to a bigger home, and empty-nesters looking to downsize.



continue to change.

Food & Drink is our #1 top

purchased category.

Utilize the cast to help local restaurants promote delivery

ordering delivery through apps on the show.

the POWER OF FUNNY

options or new dining arrangements as COVID-19 restrictions

information on our audience.

Jessica Alsman

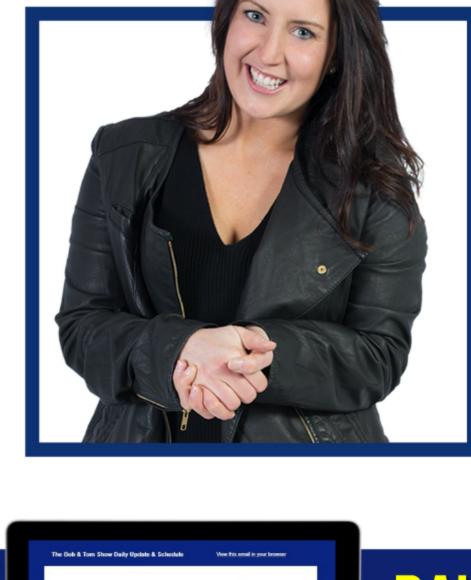
Affiliate Revenue Support

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Contact Me



Visit bobandtominfo.com to find

assets, testimonials, and more

more example spots, media



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