



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

[READ MORE](#)

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



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.



85% of our audience are homeowners.



00:00



00:00



Tom Griswold Realtor Endorsement

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



Food & Drink is our **#1** top purchased category.



00:00



00:00



Chick McGee Restaurant Endorsement

We aren't exactly the *healthiest* audience. Chick, Josh and Willie are always talking about supporting local restaurants and ordering delivery through apps on the show.

Utilize the cast to help local restaurants promote delivery options or new dining arrangements as COVID-19 restrictions continue to change.

the POWER OF FUNNY

Visit bobandtominfo.com to find more example spots, media assets, testimonials, and more information on our audience.

[Download Our Media Kit](#)[Download Our One-Sheet](#)

Jessica Alsman

Affiliate Revenue Support

jessica@bobandtom.com
(463) 777 - 5866

[Contact Me](#)

DAILY PROGRAMMING NEWSLETTER

Sign-up for daily updates with the BOB & TOM Show's upcoming schedule, branding assets, and social content to leverage for your station.

[Subscribe](#)