



**the POWER OF FUNNY**

# Original – GUARANTEED!

The BOB & TOM Show is built on comedy, lifestyle talk and celebrity guests. Add news, sports, the occasional live musical performance and listeners are guaranteed fresh content with 4 hours of upbeat entertainment.

America's leading media outlet for comedians ranging from superstars like Seth Rogen and Billy Crystal to up-and-coming stars. The BOB & TOM Show is basically like late night TV during your morning drive.

The BOB & TOM Show can be heard on over 100 radio affiliates, America Forces Network, and on The BOB & TOM Show mobile app carrying affiliates radio streaming station weekdays from 6AM – 10AM.

Nationally-syndicated since 1995, it takes radio's largest staff of award-winning performers, writers, musicians, and misfits to guarantee millions of BOB & TOM Show listeners and followers the most creative content on air!






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# Hosts of The Bob & Tom Show



## TOM GRISWOLD

No one on the planet has a more complicated life than Tom. The staff is never sure what he does in his free time because he's always, "gotta go." From bluffing his way through an Ivy League school to raising his seven children, Tom tends to aid in the show going off the rails.

 @bobandtomshow 354K+  
 @bobandtom 251K+  
 @bobandtom 70.5K+



## KRISTI LEE

Kristi is the voice of reason in the room – all while delivering the day's lifestyle and entertainment news. A mother of 2 girls, single and a car enthusiast, Kristi's life is a non-stop roller coaster, all while wrangling the boys in the morning from 6A-10A.

 @kristileenews 52.7K+  
 @kristileenews 27.8K+



## CHICK McGEE

Chick, a lifelong Washington Football super fan, is the Sport Director at The B&T Show. He does it all, from covering the latest news in sports to stupid world records. Chick can also be heard on his Off the Air Podcast or OTA. When not on-air, you can find him at home with his "big sweeties," aka his dogs.

 @chickmcgee1 143K+  
 @thechickmcgee 38.4K+

## JOSH ARNOLD

Josh has been a part of the cast for four years and has several fan favorite segments including *"Here's one of the fattest things I've ever done..."* Josh is a single guy who's been touring the country as a stand-up comedian for over a decade. With his stand-up experience and library of incredibly bad puns, Josh fits in seamlessly.

 @thatjosharnold 18.2K+  
 @thatjosharnold 24.8K+



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# Regular On-Air Comedians

## RON SEXTON (Top Left)

Ron joined the show as a voice actor. His Donnie Baker character has become a fan favorite with millions of BOB & TOM listeners and YouTube viewers worldwide. Ron can be heard calling in daily as Donnie, Kenny Tarmac, Floyd the Trucker, Tony Soprano and Morgan Freeman to name a few.

## RENO COLLIER (Bottom Left)

Reno's journey began at the Punchline Comedy Club in Atlanta, GA where he tended bar to supplement his day job. One night he found himself on stage during the weekly open mic night. His unique outlook on life - mixed with a six-pack - was instantly popular and provided a platform to launch a career as a comedian.

## AL JACKSON (Top Right)

Al is the show's west coast correspondent, keeping us up-to-date with crazy lifestyle news recaps. Al is a nationally-touring comedian, actor, and television host. You can see him weekly as a host of Daily Blast Live, syndicated across the country.

## ALLI BREEN (Bottom Right)

Alli is the show's east coast correspondent. She is an accomplished stand-up comedienne and writer who appears regularly on the show with her "Dear Alli" relationship advice segment.

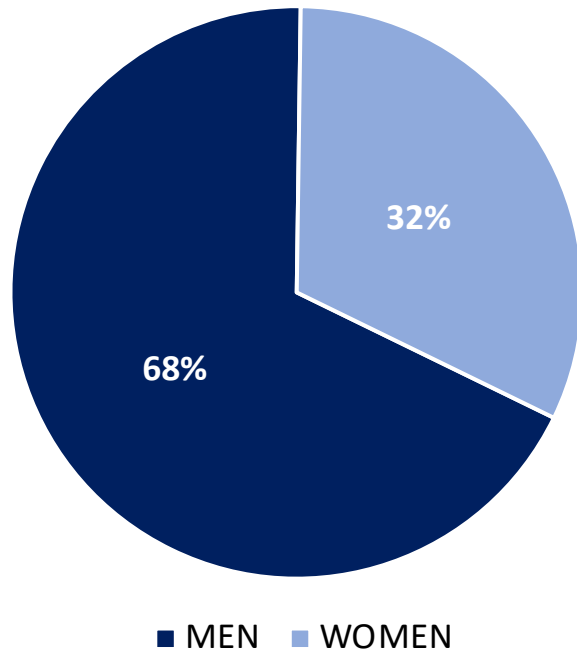


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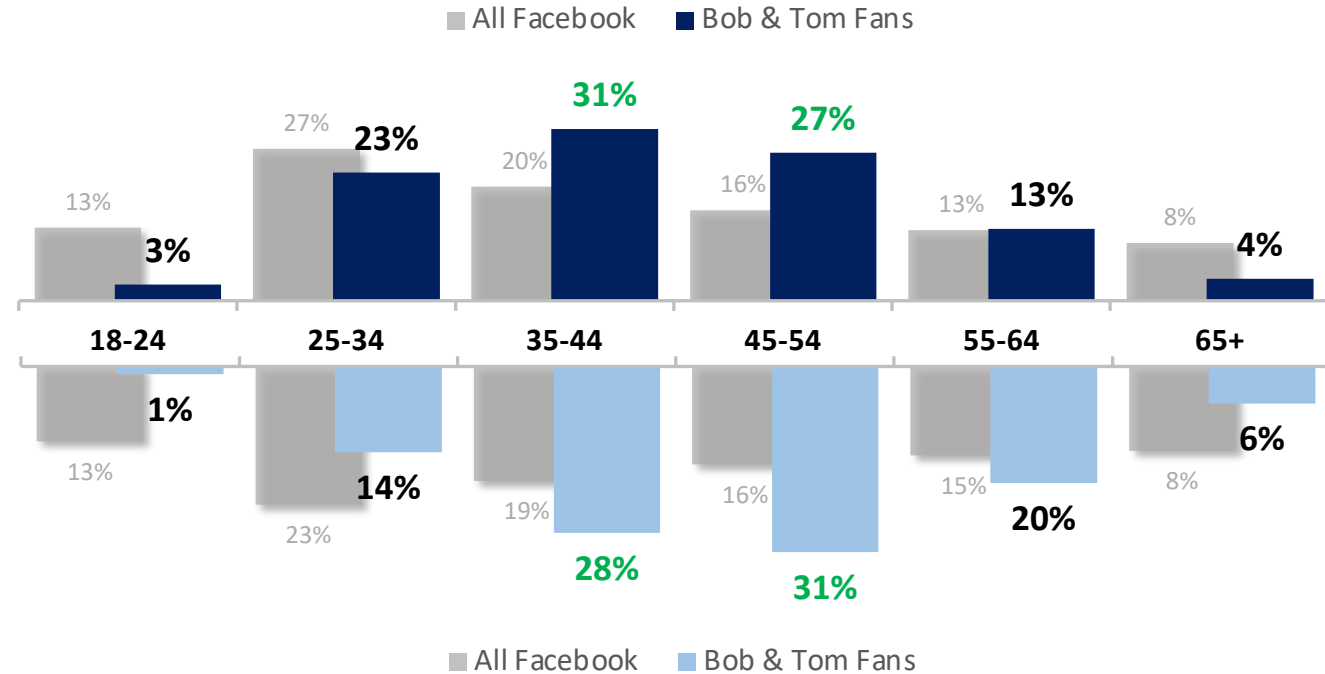
# Our Audience

## GENDER

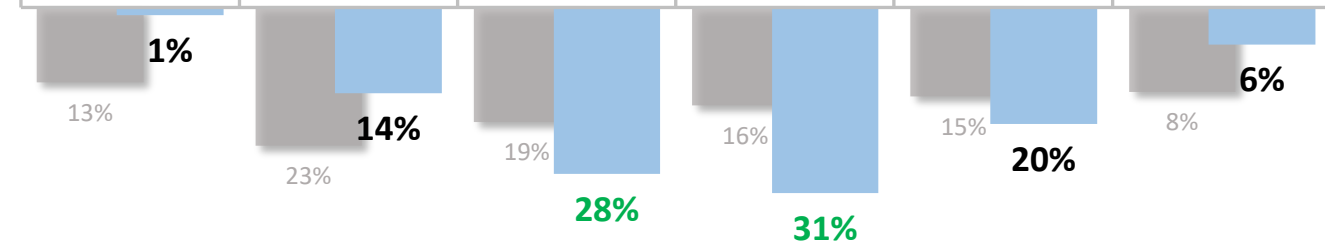


45% Men All Facebook 55% Women All Facebook

## MEN



## WOMEN



**WHAT THIS MEANS:** Nearly 1/3 (31%) of the men that follow The BOB & TOM Show are 35-44, compared to all active Facebook users Adult 18+ in the U.S. only 20% are 35-44. And (28%) of the B&T fans are women 35-44 compared to all active Facebook users Adults 18+ in the U.S. only 19% are Women 35-44.



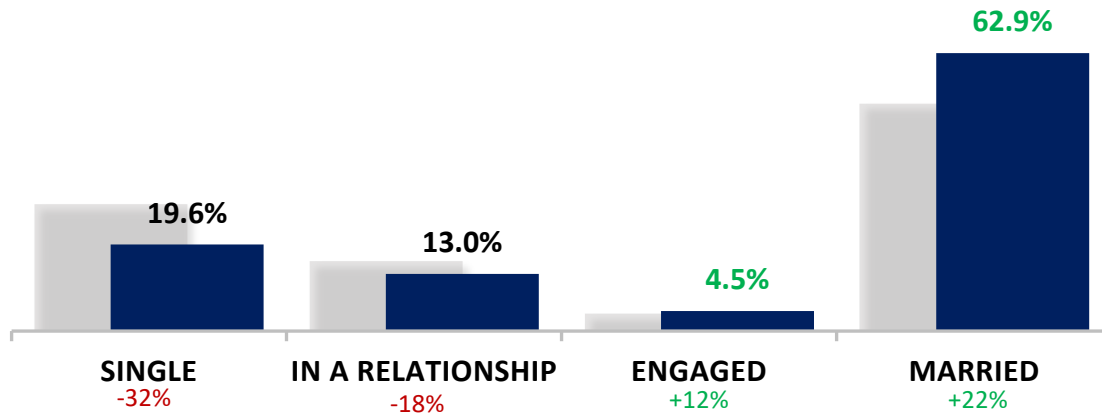
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SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020.

# Our Audience

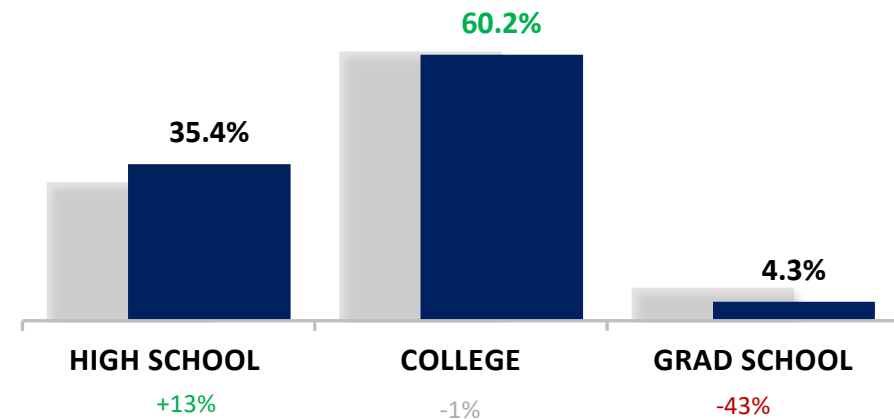
## Relationship Status

■ All of Facebook ■ Bob & Tom Fans



## Education Level

■ All of Facebook ■ Bob & Tom Fans



**WHAT THIS MEANS:** 4.5% of The BOB & TOM Show fans are engaged and nearly 2/3 (62.9%) are married. B&T fans are 12% more likely to be engaged and 23% more likely to be married than the average Facebook user in the U.S. Nearly 2/3 (60.2%) of The BOB & TOM Show fans have attended college.



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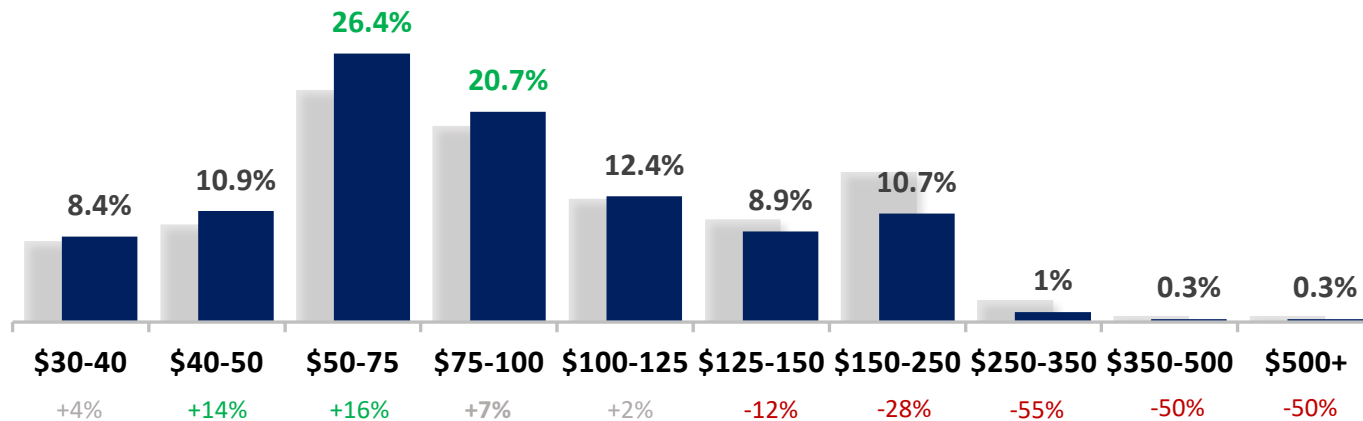
SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. RELATIONSHIP STATUS: Self-reported data from people who list a relationship status on Facebook. EDUCATION LEVEL: The highest level of education reached based on self-reported data from Adult 18+ on Facebook.

# Our Audience

## Household Income

In Thousands of US Dollars

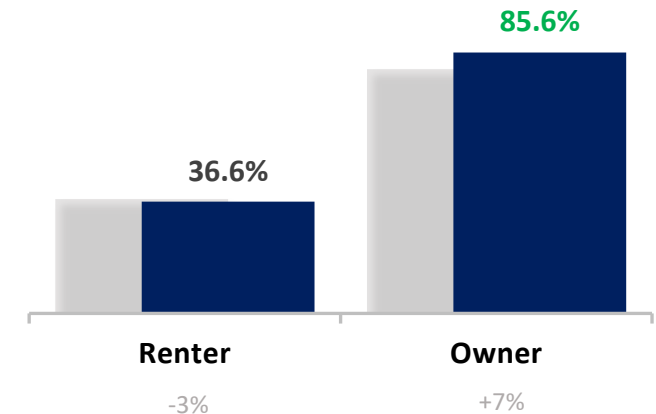
■ All of Facebook ■ Bob & Tom Fans



93% of audience matched

## Homeowners

■ All of Facebook ■ Bob & Tom Fans



96% of audience matched



**WHAT THIS MEANS:** Just over 1/4 (26.4%) of The BOB & TOM Show fans have a HHI of \$50K-\$75K. They are 16% more likely than the average Facebook user in the U.S. to have a HHI of \$50K-\$75K. B&T fans are nearly 86% more likely to own a home which is 7% more likely than the average Facebook user.



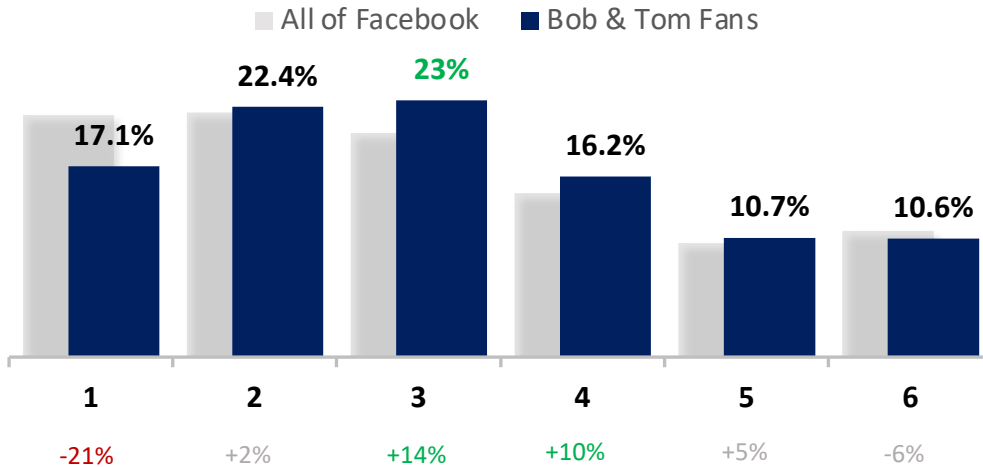
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SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. HOUSEHOLD INCOME: 93% audience matched. Estimated income for US households based on survey responses and estimates using demographic data. HOMEOWNERS: 96% audience matched. US home ownership based on survey response and publicly available data.

# Our Audience

## Household Size

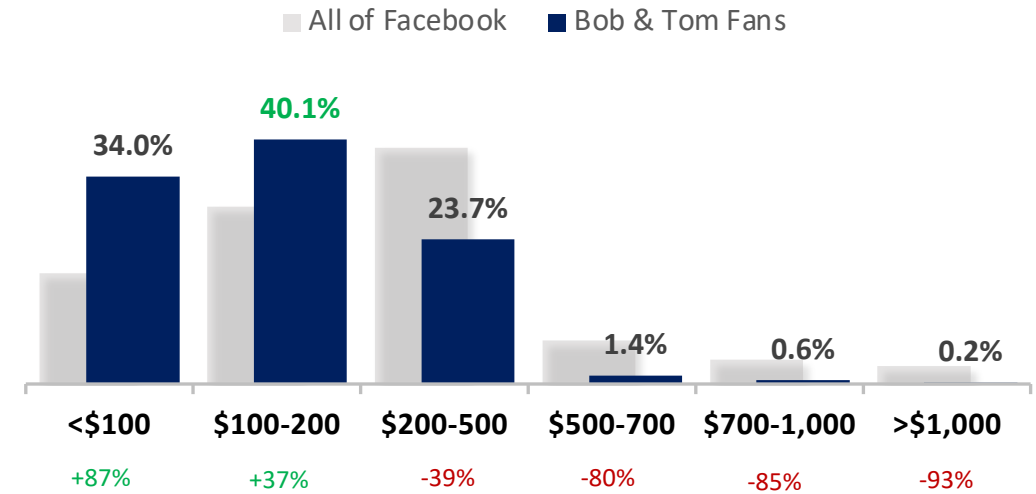
Number of adults and children who live in a single U.S. home.



93% of audience matched

## Home Market Value

In Thousands of US Dollars



83% of audience matched



**WHAT THIS MEANS:** The BOB & TOM Show fans are **23%** more likely to have at least 3 persons living in the home, which is **14%** higher than the average Facebook user in the U.S. **40%** of the B&T fans are likely to own a home valued between \$100,000 and \$200,000, which is **37%** more likely than the average Facebook user.



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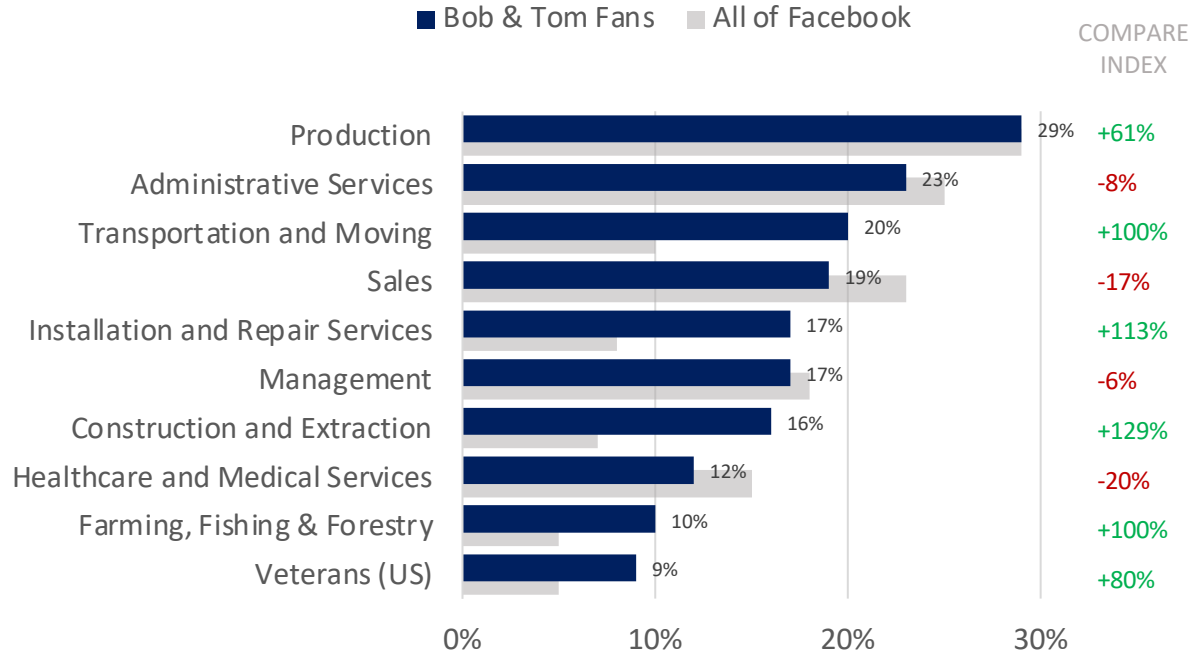
SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. HOUSEHOLD SIZE: 93% audience matched. Number of adults and children who live in a single U.S. home, based on survey responses, purchase activity and publicly available data. Source Acxiom | HOME MARKET VALUE: 83% audience matched. Estimated U.S. home value based on survey responses and publicly available data.



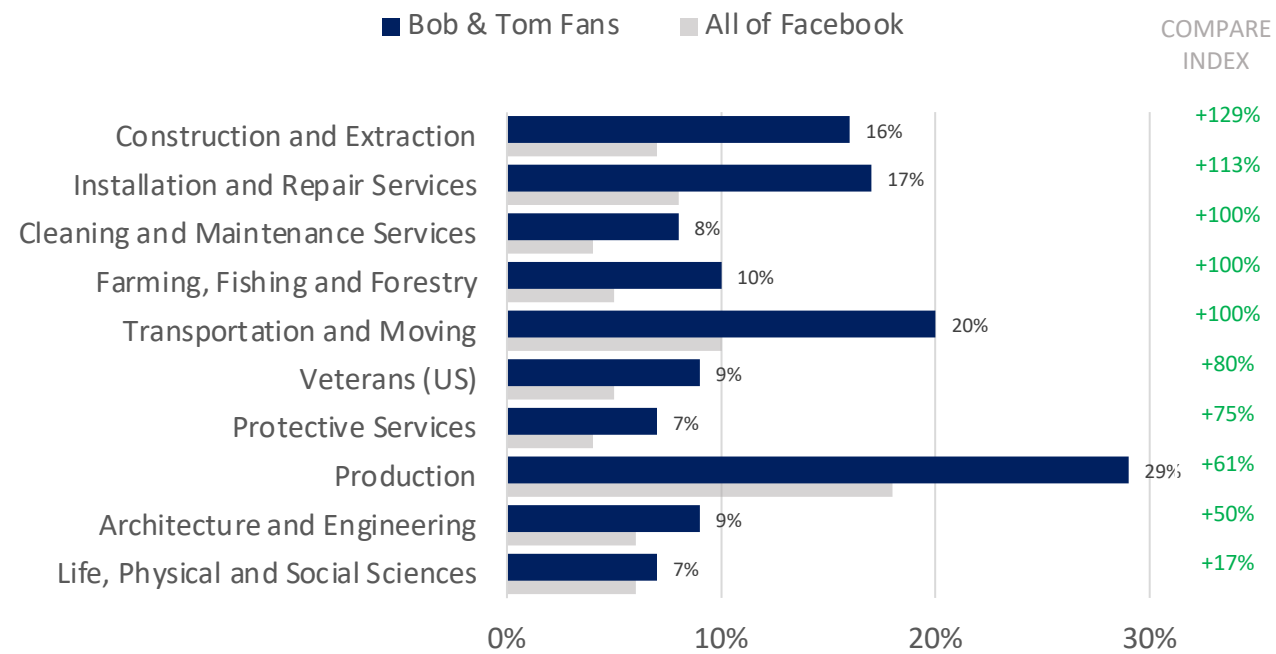
# Our Audience

## Occupation

### Top Likely Industries for B&T Fans



### Likely Industries for B&T Fans – Highest Index



**WHAT THIS MEANS:** Most popular industry The BOB & TOM Show fans likely work in is Production (**29% of fans.**) B&T fans are **61%** more likely than the average Facebook user in the U.S. to work in Production. Where our fans stand out with the highest index, **16%** are likely to work in Construction and Extraction which is **129%** more likely than the average Facebook user in the U.S.



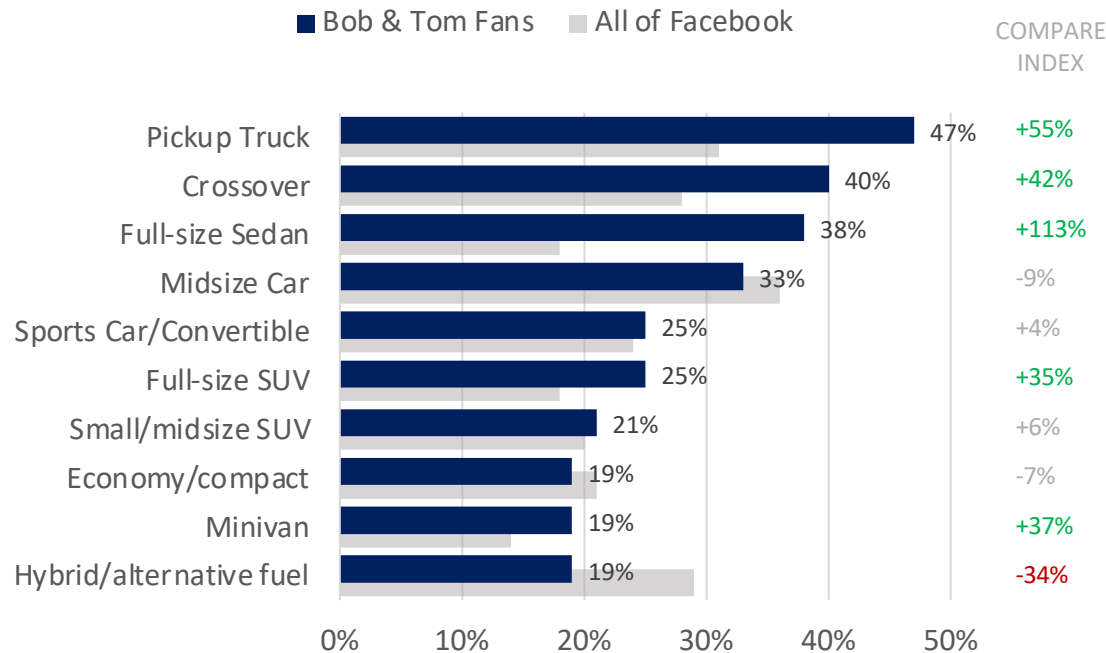
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SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. OCCUPATION: Likely industries where Adults 18+ work based on self-reported data on Facebook. Persons based on job may fall in multiple categories. (i.e. A Veteran can also fall into Farming, Fishing, Forestry.)

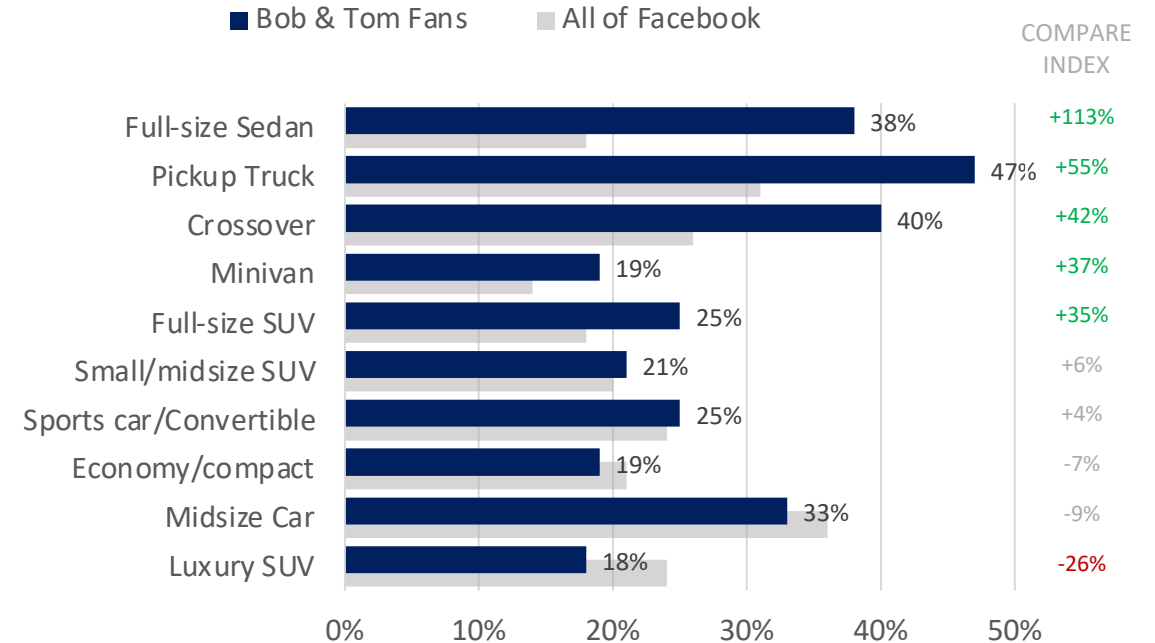
# Our Audience

## Shopping for Vehicles

Top Vehicles B&T Fans Shop For



Vehicles B&T Fans Shop for – Highest Index



**WHAT THIS MEANS:** 47% of The BOB & TOM Show fans are in the market for a pickup truck. Looking at the index, The BOB & TOM Show fans are 55% more likely to be in the market for a pickup truck when compared to the average Facebook user in the U.S. Looking at where B&T fans stand out, 38% are in the market for a full-size sedan, which is 113% more likely than the average Facebook user in the U.S.



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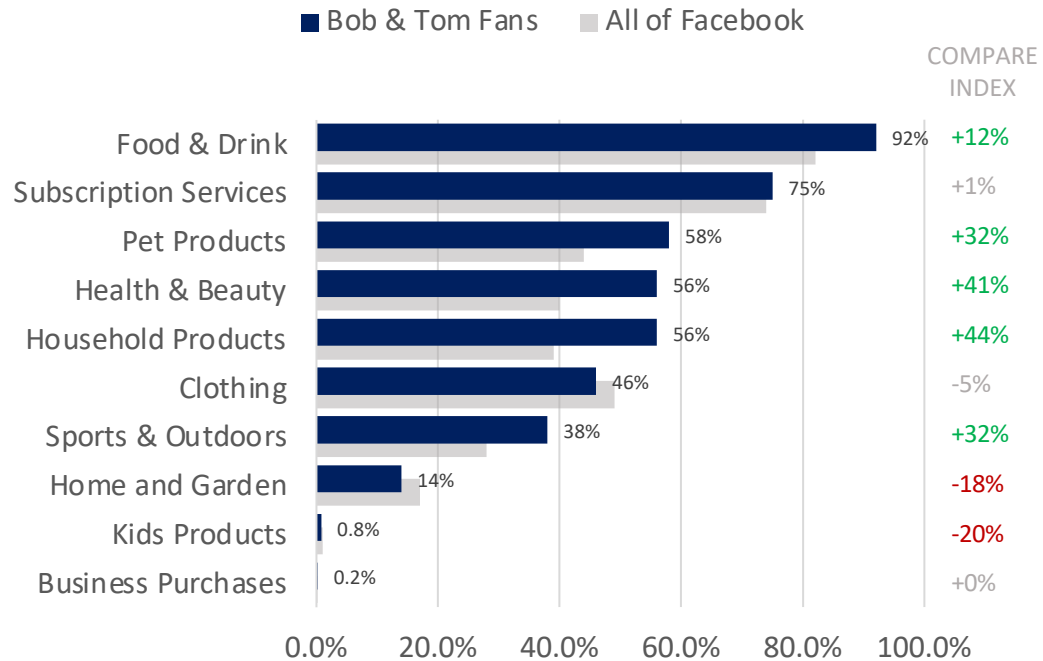
SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. IN MARKET FOR A VEHICLE: 39% audience matched. US automotive purchase behavior based on geography, demographics and vehicle registration data. Source: Datalogix



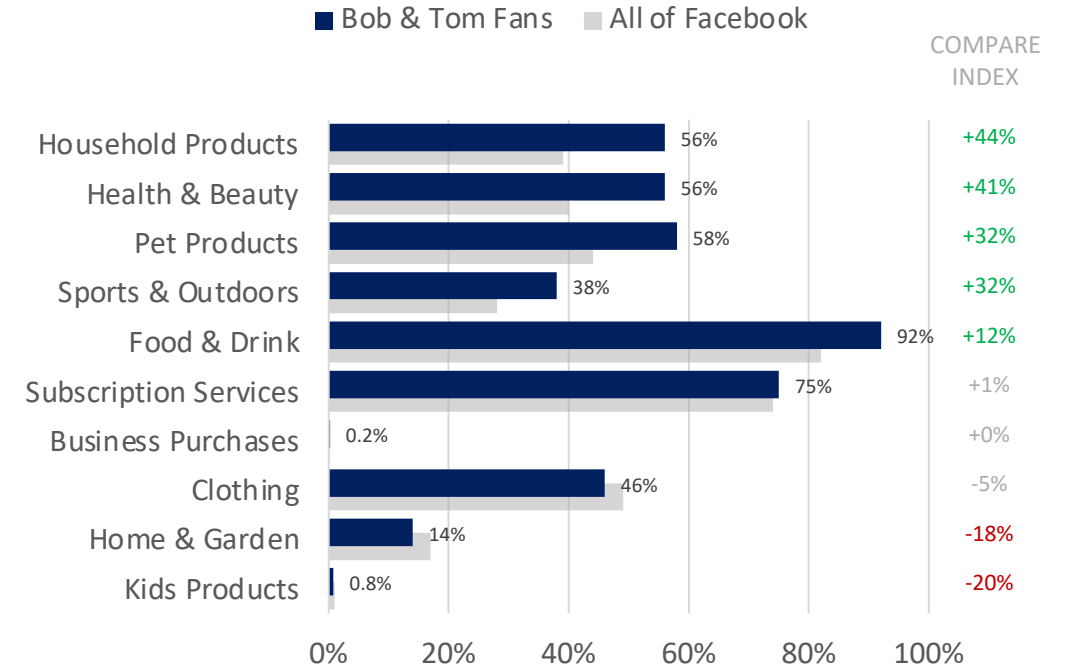
# Our Audience

## Purchase Behavior

Top Purchase Behaviors B&T Fans



Purchase Behaviors B&T Fans – Highest Index



**WHAT THIS MEANS:** 92% of The BOB & TOM Show fans purchase Food & Drink, which is 12% more likely than the average Facebook user in the U.S. Looking at where B&T fans stand out with their purchase behaviors, 56% are likely to buy Household Products, which is 44% more likely than the average Facebook user in the U.S. This matches with most of our listeners owning a residence.



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SOURCE: Facebook Audience Insights based on self reported data from the 314.1K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. PURCHASE BEHAVIOR: 94% audience matched. US consumer behavior based on purchase activity. Source: Datalogix, Epsilon and Axiom

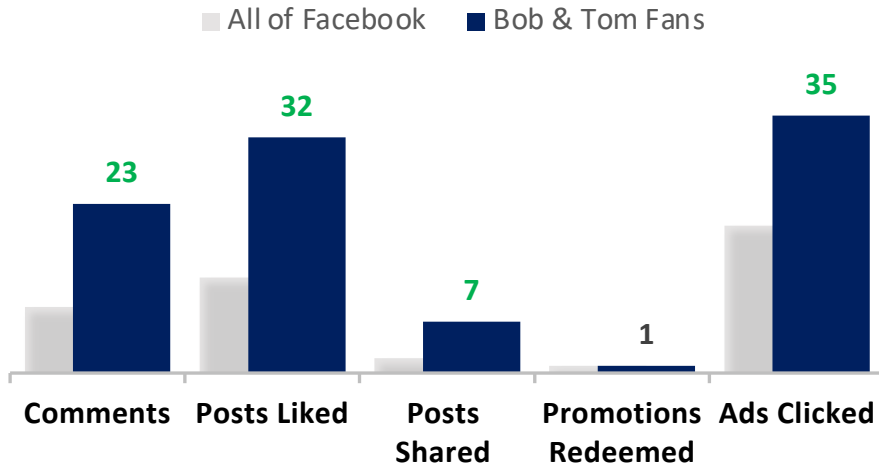
# Our Audience

## Active on Facebook

### Frequency of Activities

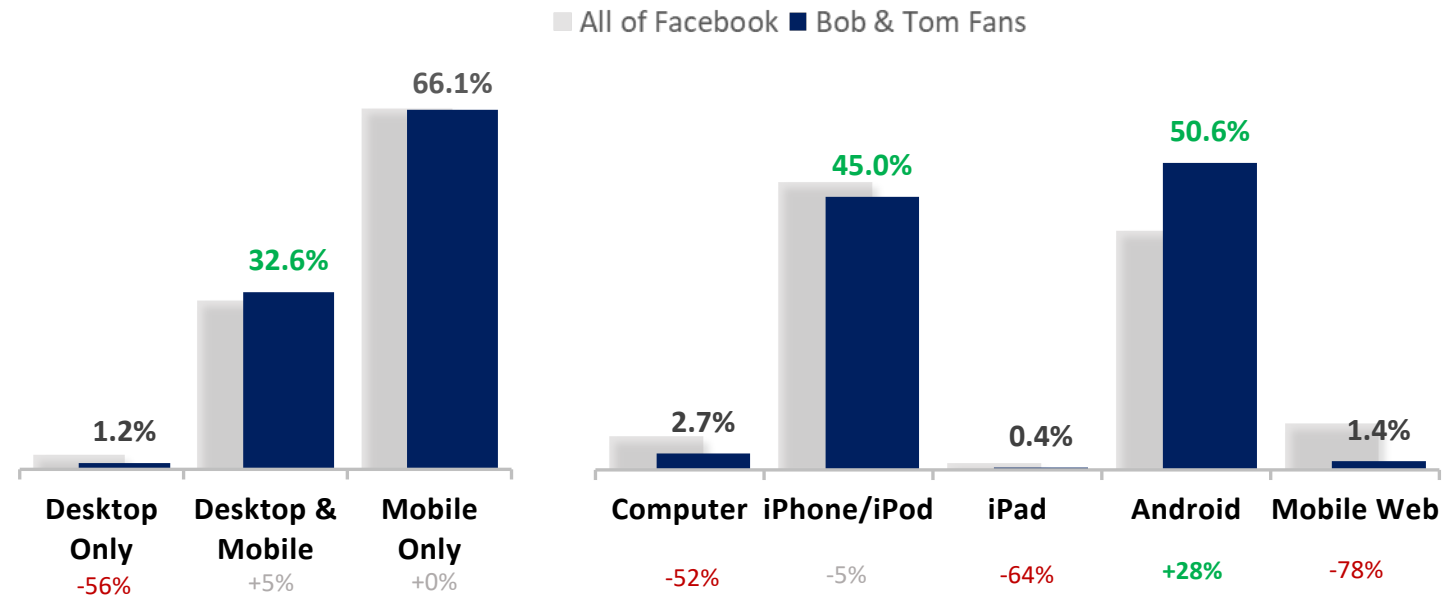
The median number of times the selected audience performed these actions on Facebook.

In the last 30 days



### Device Users

How the selected audience accessed Facebook in the last 30 days.



**WHAT THIS MEANS:** The BOB & TOM Show fans are active on Facebook and are more likely than the average Facebook user to click on ads they see. 30-day average (35) clicks. 2/3 of our fans (66.1%) use Facebook exclusively from their mobile device. Android mobile phones are more likely to be used by B&T fans compared to the average Facebook user.



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SOURCE: Facebook Audience Insights based on self reported data from the 314.1K+ monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of July 2020. FREQUENCY OF ACTIVITIES ON FACEBOOK: Based on Facebook user activity and environmental data. DEVICES USED: Based on user activity and environmental data.



# Internal Info for Affiliates

**Remove slide before presenting**

## ENDORSEMENT / SALES OPPORTUNITIES

To request endorsement spots, endorsement pricing, free specs, brainstorming ideas, please reach out to Jessica Alsmann who works directly with our local affiliates. [Jessica@bobandtom.com](mailto:Jessica@bobandtom.com) or by phone at 463-777-5866.

Programming and Operations questions? Reach out to Drew Carey – [DrewCarey@bobandtom.com](mailto:DrewCarey@bobandtom.com)

Let The BOB & TOM Show work for you and deliver results for your clients in a unique way!  
For more ideas, check out <http://bobandtominfo.com/local-revenue/>



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