

Frequently Asked Questions

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1. Why is The John Adam Show now seeking sponsor-advertisers?

We have an opportunity to broadcast the show 5 days per week; this will allow us to greatly expand our ability to reach the small business audience and offer substantial exposure for our community partners and sponsors/advertisers. We are seeking a limited number of “Lead” sponsor-advertisers at \$20,000 for 52 weeks, “Featured” sponsor-advertisers at \$10,000 for 26 weeks, and “Supporting” sponsor-advertisers at \$5,000 for 13 weeks. The number is limited to prevent dilution of the advertising package. “Radio ROI is measurable when radio is used at sufficient weight.” (<http://www.wbut.com/Radio-Return-on-Investment.pdf>)

2. What does The John Adam Show offer its sponsor-advertisers?

We offer substantial exposure to the business community; our reach exceeds that of any other media targeting this audience. KFNN estimates the size of its radio audience at 40,000 listeners, whereas the *Phoenix Business Journal* reports its circulation at 16,043 paid subscribers. <http://www.bizjournals.com/phoenix/stories/2008/11/03/story15.html>

The “Lead” advertising package* includes:

- a. 260 - :30 second commercials aired within the show
- b. 364 - :60 second commercials aired outside of the show
- c. 159 - promos aired within the show
- d. 1,092 - sponsor mentions in show promos aired outside of the show

* For a complete description of package benefits:

<http://www.thejohnadamshow.com/SponsorBenefitsItemized.pdf>

3. Why is this opportunity such a great deal?

We believe there is no more cost-effective way to reach the business audience. Consider what your company has spent in the past on sponsorships for individual events with limited attendance and duration and compare that to the amount we are seeking to reach tens of thousands of business people every day for an entire year!

4. Do sponsor-advertisers get any airtime during the show?

Yes, each package includes Cast Membership. Each member of our [cast of business experts](#) gets a 4:00 minute weekly segment to provide practical information for the small business audience

to apply to their businesses. This benefit may be assigned to another party with the approval of the Executive Producer.

5. When is the show expected to begin broadcasting daily?

As soon as 60% of the sponsor-advertisers needed have committed to this opportunity, KFNN will inform us of our new timeslot. Although a target start date has not yet been formally established, we understand that the show could begin daily broadcasting within 30 days.

6. How is the show developing an online audience?

We are working with [TCC247](#) to completely redesign our website and better utilize social media and search engine optimization. The new website will utilize the latest internet technologies to generate leads directly to our sponsor-advertisers for measurable ROI. We are generating month over month increases in website hits and visitors, with a goal of 1MM website hits per month within the next 6 months. The new website will be content rich with video, audio, and text for all major business categories such as Marketing, Sales, Leadership, Technology, etc.

7. I'm interested....what's next?

To reserve one of the "Lead", "Featured" or "Supporting" sponsor-advertiser slots, please call (602) 319-3190, or send an e-mail to john@thejohnadamshow.com. Upon receipt of your notification of intent, or payment, we will inform KFNN of your interest. Once 60% of the slots have been filled, we will set the start date and begin working with you to create your commercial advertisements and set up your cast member weekly segment.