

# MEDIA PACKAGES

## MEDIA MARKETING PACKAGE\*

From  
**\$347.00**

1. In studio pictures with the hosts
2. Life Stream on Facebook -Twitter
3. Professionally produced podcast
4. Show broadcasted on 11 Radio Stations coast to coast
5. Ongoing broadcasting on 12 Podcast platforms
6. Show broadcasted on YouTube, Roku, and Blog Talk Radio
6. Featured on transitionradio show.com
7. Facebook (picture and show podcast posted on 5 sites with 30,000 followers)
8. Pinterest, Instagram, Facebook, Twitter (show photos published)
9. Twitter – (tweeted periodically to 200,000 followers)
10. Press release sent to 200 media sites
11. Ongoing social media promo

## ADVERTISE ON A SHOW

From  
**\$1,200.00**  
(3-month minimum)

1. Professionally produced (15) second commercial played each show
2. Static banner ad on the KCBQ AM 1170 and on TransitionRadioShow.com
3. Press release sent to 200 media sites
4. Ongoing social media promo

## SPONSOR THE SHOW

From  
**\$2,500.00**  
(a month)

1. "Brought to You By" at each show opening
2. Guest a show quarterly
3. Professionally produced (30) second commercials played each show
4. Static banner ad on the KCBQ AM 1170 and on TransitionRadioShow.com
5. Media Strategy Session with Paula Shaw and Ken D Foster
6. Marketing Media Package\*

## CO-HOST A SHOW

From  
**\$1,500.00**

1. Co-host your own show with Paula Shaw or Ken D Foster
2. **Social Media Marketing Package\***



## WIN / WIN PACKAGE

**20% off**

1. Send 2 emails to your entire data base promoting your show appearance
2. Promote your appearance on all your social media sites



## ADVERTISE WITH US

Transition Radio is a premier radio show that provides state of the art recording facilities in the KCBQ AM 1170 studio and an expansive platform for advertisers, sponsors, guests and co-hosts to get their message out to local and national communities. The show is heard coast to coast on the 11 terrestrial radio stations and podcasted on 14 broadcasting platforms. The hosts are Paula Shaw CADCE, DCEP, an author and Life Transition Coach, and Ken D Foster, author of seven books, Life Coach and Business Strategist.

On Transition Radio, we bring our listeners information, strategies and tools to move through life transitions smoothly while learning the life lessons along the way. Shows feature expert guests in the fields of Science, Wealth, Health, Love, Romance, Lifestyle, Spirituality, Personal Growth and Current topics, which empower our listeners to make wise choices and evolve their lives.

We offer advertising options on-air and online to get your message to our affluent audience. Whatever your advertising needs are, chances are we can accommodate them. This is truly a unique opportunity for you to reach your audience, live your dream and become a star!



**TransitionRadioShow.com**

Paula Shaw E:  
Paula@TransitionRadioShow.com  
P: 626.864.0756

Ken D Foster E:  
Ken@TransitionRadioShow.com  
P: 760.703.9365



## DEMOGRAPHICS

Affluent, active, growth oriented, conscious adults who make buying decisions.

- San Diego - AM 1170 The Answer (KCBQ); Tampa Bay, FL; Ocala FL, Macon, GA; Piittsburg, PA; Milwaukee, WI; Lancaster, PA; Boulder, CO; Long Beach, CA, Las Vegas, NV

• **Total Listener Base 10,845,112**

\*Based on 2014 Census Statistics



## BE A GUEST ON A SHOW

Includes:

1. One to three show segments. Each segment is 10 min.
2. Media Strategy Session Paula Shaw and Ken D Foster
3. Membership in our VIP Guest Program
4. Opportunity for an ongoing Affiliate Marketing JV
5. Lunch with Paula and/or Ken

Note: The guest interview will only be broadcast on AM 1170 The Answer KCBQ unless the Media Marketing Package is purchased.

## PAULA SHAW



PAULA SHAW, CADC, DCEP is a Life Transition Coach and Grief Specialist. She is a Best Selling Author, Keynote Speaker and Transition Radio Talk Show Host.

For more than 20 years, through her coaching business, Re-Balancing You, Paula has been a guiding light to people navigating the stress of Change and Challenge. She uses mind/body tools and techniques to help people ease and eliminate stress, depression, anxiety, weight gain, relationship distress, career challenges, a lack of energy and self-destructive, addictive behavior.

Her experience as a Grief Recovery Specialist and as the Director of Outreach for the Grief Recovery Institute in Beverly Hills, taught her that underneath all illness and dysfunction is unreconciled emotional distress and loss. These issues must be healed if any change is to be lasting and productive. She is a big believer that, your issues show up in your tissues...so let's deal with them!

She has degrees in Education and Communications from Long Beach State University, as well as graduate counseling credentials in Grief and Addictive Disorders, from Loyola Marymount University. She is one of the founding members of the Association of Comprehensive Energy Psychology and currently serves on its board of directors. She lives in Southern California where her two grown children, Erin and Casey also reside. She is passionate about healthy living, exercise, the ocean, and good wine.

Paula is the author of Chakras, the Magnificent Seven (2002), as well as Grief...When Will This Pain Ever End? Finding Your Way out of the Depths of Despair after Profound Loss, (2015.)

Modern technology has enabled her to consult with clients all over the world helping them move smoothly and productively through life transitions. She can be reached at [PaulaShaw.com](http://PaulaShaw.com)

## KEN D. FOSTER



Ken has spent the last 21 years empowering entrepreneurs, business owners and executives to stretch out of their comfort zones, dream bigger dreams and do things they thought were impossible.

Early in his career Ken D Foster was a Security Principal and Arbitrator for the National Association of Security Dealers. He is an Entrepreneur who has many successful startups in his portfolio including retail furniture, manufacturing, real estate, (2) networking companies, business coaching and a securities company that became a 200-million-dollar a year business in less than two years.

Today, he is considered a National expert in in the field of Business and Life Coaching. He is an influential voice in workplace trends guiding high-profile CEO's, Executives, Celebrities and Entrepreneurs to find the deep answers to their greatest challenges in business and life. He is also a #1 best-selling author who has written 6 non-fiction books which deliver real solutions to leaders looking to understand the inner game of business.

In 1997 Ken founded the Professional Coaches and Mentors Association of San Diego. Later that year he founded Premier Coaching a Life and Business Coaching organization. In 2016, he founded The Stars of Courage a 501c3 nonprofit that brings Life Coaches to those who are living in poverty. He is the Co-host of Transition Radio Show.

He lives in Southern California with his wife of 18 years Judy. Together they have three daughters and a large extended family. Ken loves participating in triathlons, water skiing, snow skiing, hiking, eating vegan, yoga, meditation, studying the scriptures, and constantly learning. He conducts personal consultations with clients throughout the United States, Canada, Europe, and Australia. He can be reached at [Ken@KenDFoster.com](mailto:Ken@KenDFoster.com)

## TRANSITION RADIO BROADCAST FORUMS

Listen to our radio shows live or podcasts on your iPhone, iPad, Android or PC, Roku, Google TV and YouTube for Internet TV -anytime, anywhere!



## TERRESTRIAL RADIO STATIONS

**San Diego, CA:** KCBQ AM1170WAMF, **Lancaster, PA:** AM 1640, FM 102.1 DB 99.5 FM  
**Tampa, FL:** AM 1630, FM 92.1 **Milwaukee, WI:** FM 90.3  
**Las Vegas, NV:** AM 1520, FM 99.5 **Pittsburgh, PA:** FM 94.7  
**Macon, GA:** AM 810, FM 87.9 **Long Beach, CA:** FM 101.5  
**Boulder, CO:** FM 96.3 **Ocala, FL:** FM 97.7



## INTERNET RADIO



## IN STUDIO



**Facebook Live**  
5,000



**Twitter Live**  
250,000 followers

\*Projected Average Listenership per episode  
**3,067,000.**



## VIDEO PLATFORMS



## MEDIA PLATFORMS

