



TRANSITION RADIO MEDIA PACKAGES

MEDIA MARKETING PACKAGE*

Fee
\$347.00

1. In studio pictures with the hosts
2. Show streamed live on Facebook
3. Professionally produced podcast
4. Show hosted on KCBQ AM 1170 & TransitionRadioShow.com
5. Ongoing broadcasting on 13 podcast platforms
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. Recognition in press releases / social media promotions

ADVERTISE ON A SHOW

From
\$497.00
(3-month minimum)

1. Professionally produced (30) second commercials
2. Static banner ad on the KCBQ AM 1170 and on TransitionRadioShow.com
3. Media Strategy Session with Paula Shaw and Ken D Foster
4. Recognition in press releases / social media promotions

SPONSOR THE SHOW

Fee
\$2,500.00
per month
(3-month minimum)

1. "Brought to You By" at the Show Opening.
2. Be a guest on the show quarterly.
3. Two professionally produced (30) second commercials
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. Social Media Marketing Package*

CO-HOST A SHOW

Fee
\$997.00

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



WIN / WIN PACKAGE

20% off

Save 20% off any Transition Radio advertising package by:

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



TRANSITION RADIO MEDIA KIT



ADVERTISE WITH US

Transition Radio is a premier radio show that provides state of the art facilities and a platform for advertisers, sponsors, guests and co-hosts to get their message out to local and national communities. The show is heard on the legendary KCBQ AM 1170 in San Diego and played on 14 broadcasting platforms. The hosts are Paula Shaw CAD/C, 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.

- AM 1170 The Answer (KCBQ) broadcasting platforms reach up to 10 million
- Gender 52% Male / 48% Female
- Income Levels (35% 100,000 to 250,000+)
(21% \$75,00 to \$99,999)
- Additional demographics upon request



BE A GUEST ON A SHOW

Includes:

1. 10 to 18 Minute Transition Radio Show Interview
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: Guest appearance requires the purchase of the Social Media Marketing Package



PAULA SHAW



PAULA SHAW, CADC, DCEP is a Life Transition Coach and Grief Specialist. She is a Life Transition Coach and Grief Specialist. She is also a Best Selling Author, Keynote Speaker and Transition Radio Talk Show Host on AM1170 The Answer.

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

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, The Answer KCBQ 1170 in San Diego, CA

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



TRANSITION RADIO BROADCAST FORUMS

Listen to our radio shows live or podcasts on your iPhone, iPad, Android or PC -anytime, anywhere!



TERRESTRIAL RADIO STATIONS

San Diego, CA: KCBQ AM1170
WAMF, DB 99.5 FM

Tampa, FL: AM 1630, FM 92.1
Las Vegas, NV: AM 1520, FM 99.5
Macon, GA: AM 810, FM 87.9

Lancaster, PA: AM 1640, FM 102.1
Boulder, CO: FM 96.3
Milwaukee, WI: FM 90.3
Pittsburgh, PA: FM 94.7
Long Beach, CA: FM 101.5



INTERNET RADIO



MEDIA PLATFORMS



IN STUDIO



Facebook Live
5,000



Twitter Live
250,000 followers

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