

HEALTHY HOUSE CALL

LIVE CALL-IN TALK RADIO SHOW

9 AM - 10 AM MONDAY - FRIDAY

REAL HEALTH TALK

Conversational Interviews with
World Class Medical Professionals
Medical and Health Researchers
Product Developers and Manufacturers
Patient and Consumer Testimonials
The Latest in Innovative International
Breakthroughs and Technology

KFNX 1100 AM



TALK SHOW HOST
HEALTH STAR
NUTRITIONIST
Dan Koonitz

WE ARE HERE FOR YOU

For Healthy House Call Radio Show Advertising Information Call (602) 350-4689

Healthy House Call

Is there a doctor
In the house?

WITH FEATURED LIVE CALL-IN RADIO SHOW
RADIO TALK SHOW HOST
Nutritionist **DAN KOONTZ**

Live On-The-Air Starting Monday, June 8th, 2009
Media Kit



"Healthy House Call" is a Live Call-in Radio Talk Show and is a Public Service Program. We feature the latest breakthroughs concerning international integrative medicine and wellness, allowing listeners to ask questions regarding health challenges.

Additionally, world class physicians, medical researchers, authors, professional athletes, Hollywood celebrities, as well as consumer testimonials of products and professional services will be featured.

Host *Dan Koontz* is a nutritional expert with a medical background and is a walking talking encyclopedia of health and wellness knowledge. He has over 25 years of successful and market dominant broadcasting experience as a radio talk show host. His format of success driven broadcasting resides behind the scenes as well as on the air, bringing the most positive results to the public, the advertiser, the guests and the program. His innovations within this industry have yet to be exceeded.

Never before attempted on such a scale, "Healthy House Call" is broadcast live, daily Monday through Friday from *Healthy Habit Health Foods* at 6029 N 7th Street, in Phoenix. It began airing on June 8th, 2009; from 9 AM to 10 AM on *KFNX 1100 AM Radio*. We are also broadcast live on the World Wide Web at www.healthyhabithealthfoods.com, or www.1100KFNX.com; click on *Listen Live* on the *On the Air* button. Many millions from all over the world have internet access to the show.

Josh Hartman, the owner of *Healthy Habit Health Foods* and executive producer of the show, is pleased that first time radio show producer Michael Vincent Potocnik took over production and promotion immediately upon conception of the show.

"It was a lot of hard work putting this together in just a couple of weeks", says the new producer. "The fun and easy parts are the combination of *Health Star Talk Show Host Dan Koontz*, and *Healthy Habit Health Foods*, the most stocked and best priced health store in the valley. The most compassionate and helpful people work here".



Dan Koontz



Michael Vincent Potocnik



Josh Hartman

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This is not advertising on the radio, this is radio infomercial advertising while providing a public service. All of our ad spots presented live are presented as important information to help the listener.

Our special introductory rate for the each one half hour infomercial segment is \$600. Purchased by the week or incrementally over five weeks the cost is \$2500. Two 15 second first half hour promos are included with each half hour purchased.

Our one minute spots are \$100. When purchased by the week we offer six one minute spots for \$500. When purchasing five spots per week for five weeks the cost is \$2000.

Thirty second spots are \$65. 15 second spots are \$35.

Quantity purchase rates are available for all spots and for multiple week purchases of infomercials.

Infomercial time may be about twenty minutes of actual air time due station interruptions, commercials and promos. Often the guest being interviewed is of such quality and has so much to offer that the host will continue the interview throughout the hour segment, extending the time of the interview.

Because of the excitement, the '*electricity*' generated from the live on the site location radio show, your ad spot or your infomercial can be designed in the same format to create a flow and a continuity that increases your credibility and your ability to communicate to the consumer. No one has been more effective with this technique than our very own *Dan Koontz*. Employing his services for this is always very highly recommended.

Live call-in spots or infomercials have proven to be very effective. We appreciate that not everyone has the opportunity to come to our location for live interviews.

Our host *Dan Koontz* will be working from a format that carries a certain theme for each day or week. Many products and services mentioned throughout the show will be reflective of that theme. Your promotions could also carry through in that theme for the week as well. We are here to help you, so, do not hesitate to ask for advice or to offer suggestions. We can also produce and direct your entire event if necessary, providing scripting and voice over.

Pre-recorded commercials will be played on the air as provided pending prior approval as appropriate for broadcast. We look forward to a close relationship and an effective advertising campaign with you.

To arrange for your advertising consultation

Call Michael Potocnik at (602) 350-4689

Email to wellnessfoundation1@gmail.com

Healthy House Call

LIVE CALL-IN RADIO SHOW

Demographics



KFNX NEWS TALK RADIO 1100 AM is one of the top ten radio stations in Arizona having over 89,000 weekly listeners. KFNX has one of the largest signals of any Phoenix radio station with 50,000 watts reaching almost 5 million people. We are broadcast live on the World Wide Web at www.1100KFNX.com, click on "Listen Live", for many millions of people to access. KFNX exclusively features five of the top ten nationally syndicated talk shows, and our selected morning time slot will sandwich us between "Laura Ingraham" and "The Neal Boortz Show".

Capturing 47 million listeners each week via 1,503 stations, (N/T/I) News/Talk/Information radio has a bigger audience any time of day and has more outlets than any format except Country. At any given time, N/T/I attracts 10.4% of radio listening, and the format has gained in audience in the four years between 2002 and 2006. Men are in the majority among listeners, with 56% of the audience composition 18-54 years of age.

N/T/I's audience is educated and becoming more so, with 43% being college grads. Over 75% of N/T/I listeners have attended college, and they are most likely to have postgraduate degrees and investments. Nearly 40% of N/T/I listeners were in households earning \$75,000 or more in 2006, and they index higher among homeowners than listeners of any other format. Time spent listening to N/T/I is more than nine hours per week.

