

The Horse Show with Rick Lamb

SALES INFORMATION



*Bring your station new
advertising revenue from the
multi-billion dollar
horse industry!*

tack and saddle shops

feed stores, mills

truck dealers, horse trailer dealers

barn builders and fencing companies

home improvement centers

western and show apparel stores

rodeos, horse shows, special events

training and boarding stables

local horse newspapers, veterinary practices

riding schools, race tracks, realtors and more

STRONG HISTORY WITH CO-OP DOLLARS!

(877) THE HORSE



www.TheHorseShow.com

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INDUSTRY FACTS

*A few facts about the
horse industry in America...*

Goods and services produced: \$25.3 billion per year

Impact on American economy: \$112.1 billion per year

Horses in America: 6.9 million

Owners and others directly involved: 7.1 million

Households with a horse lover: 1 in every 3

Gender Distribution: 70% female, 30% male

Median income of horse owners: \$60,000

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TERMS OF AFFILIATION

1 or 2 hours per week

CD or MP3 download (no satellite)

12 minutes/hr for local spots/news

no minimum term

30 days cancellation notice

rebroadcasts OK

pre-emption with make-good OK

sales support by email and phone

monthly affidavit required

market exclusivity

100% barter

“The Horse Show is your ticket to a \$25 billion a year party!”

- Rick Lamb

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TESTIMONIALS

"It helped us add dollars to our bottom line" Jim Hebel KCZQ Cresco, Iowa *"our local sponsor loves it and renews every year"* Robert Wagner WHIR Danville, Kentucky *"a very sellable product"* Mike Bates WEBY Pensacola, Florida *"excellent listener response"* Patrick Malloy KCTK Phoenix, Arizona *"delivery of the program is the most consistent we've had"* Kyle Bauer KFRM, Clay Center, Kansas *"we'll carry the show as long as Rick produces it"* Steve Turner WNKX Centerville, Tennessee *"our listeners really like the show"* Kermit Womack KURM Rogers, Arkansas and KARV Russelville, Arkansas *"a well-run, well-produced show that has across-the-board appeal"* Mike Johnson, WELE Daytona Beach, Florida *"I would highly recommend this program to any station trying to diversify their audience mix"* Jim Hebel KCZQ Cresco, Iowa *"we get response even from listeners outside our market who never miss a show"* Robert Wagner WHIR Danville, Kentucky *"if you've got a lot of horses in your area, this is a great show to carry"* Mike Bates WEBY Pensacola, Florida, *"advertisers realize we've got a good listener base there"* Patrick Malloy KCTK Phoenix, Arizona *"the horse industry is very diverse (and) Rick does a good job of getting to all aspects of that industry"* Kyle Bauer KFRM Clay Center, Kansas *"Rick Lamb does a great job of in asking just the right questions and he's very knowledgeable, yet he does it in a real friendly manner"* Steve Turner WNKX Centerville, Tennessee *"I was pleasantly surprised at the interest in horses and the wide range of related topics that this show covers"* Kermit Womack KURM Rogers, Arkansas, KARV Russelville, Arkansas *"it has a lot wider appeal than we originally thought it would"* Mike Johnson WELE Daytona Beach, Florida

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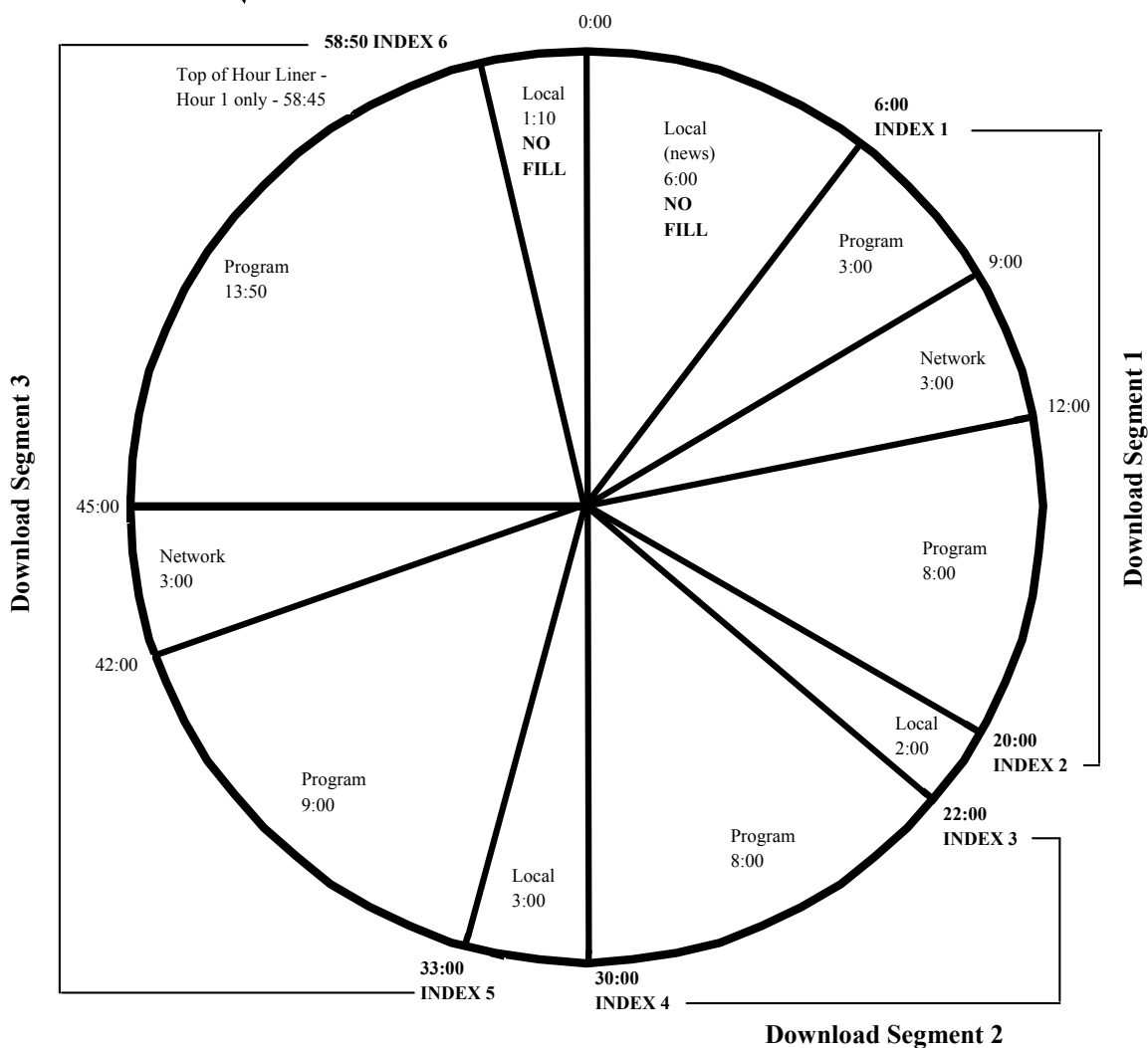
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PROGRAM CLOCK



Download Site: www.TheHorseShowDL.com



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HOST BIO



Rick Lamb is a multi-talented man with a long history of creative and business successes. Since 1977, he has owned and operated *Lambchops Studios*, one of the Southwest's most respected radio production studios.

He hosts two national radio series and one national television series, all on horses. He has two books in print and appears at an average of 30 live events each year as host, emcee or featured presenter. Rick lives in Phoenix with his wife, Diana and three horses.

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AFFILIATION AGREEMENT

Call Letters: _____ AM FM Freq: _____ Format: _____ Phone: _____

Broadcast Area: _____ Power: _____ W Fax: _____

GM: _____ PD: _____ SM: _____

Physical Address (City, State, Zip): _____

Mailing Address (City, State, Zip): _____

Person to Receive Programs and Correspondence: _____

Program will air on the following day(s): _____ From: _____ To: _____

Start Date: _____ Delivery Medium: ___ mp3 Download ___ CD ___ Cassette

On behalf of my station or network, I agree to air *The Horse Show with Rick Lamb* each week, at the days and times specified above, until further notice. I understand that I may change the air days and/or times **with 30 days notice** and that either party may cancel this affiliation agreement **with 30 days notice**.

Each hour of the program contains Local Fill, as detailed on the Program Clock. I understand that I may override these filler commercials with my local commercials, news breaks, etc., but that the body of the program and all network commercials must air undisturbed.

I agree to submit monthly, by the deadline given and using the form supplied, a completed, signed **Proof of Performance Affidavit** to verify my compliance with the terms of this agreement. Should additional documentation be requested for this purpose, I agree to provide it promptly.

In signing this agreement, I represent that I am authorized by my station or network to enter into such agreements on its behalf and that the obligations hereunder shall extend to my successors and assigns.

Agreed:

For The Horse Show with Rick Lamb

For the Affiliate Station

Richard A. Lamb

Date

Date

Fax signed agreement to

602-279-0980

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DEMO CONTENTS

<u>Track</u>	<u>Description</u>
1	Introduction
2	Show Description and Sampler
3	Testimonials and Sales Information
4	Terms of Affiliation
5	Full Show (commercials removed)
6	Recap of Key Points