



# CBS Radio's "The Sky" – New Horizons. No Boundaries.™ Is on a mission...

Join father-son co-hosts **PAUL & BEN ENO** and spread your message to a worldwide audience.

## **Here's How You Can Be Part of The Mission!**

Each and every day, more and more Americans are looking for solutions to real life questions. CBS Radio's "The Sky. New Horizons. No Boundaries™" was designed with these solutions in mind.

This is your opportunity to reach out to this active audience. You have the power to share your message with a market ready to listen.

Your commercials reach radio listeners in WYCD HD3, Detroit, WMBX, HD3 Boston and KJAQ HD3, Seattle. Online listeners around the globe via AOL Radio and Yahoo Launchcast! And, listeners on the go via iPhone and Blackberry.

**CBS Radio's "The Sky. New Horizons. No Boundaries.™ Network"** is designed to attract the "Cultural Creatives," a term coined by Paul H. Ray and psychologist Sherry Ruth Anderson. CBS Radio's "The Sky. New Horizons. No Boundaries™" listeners are of many ages and come from many life groups. These listeners are part of an active movement for social, holistic, environmental and spiritual and even paranormal awakening.

- More people listen to radio than watch prime time TV.
- 8 out of 10 people listen to radio for 3 1/2 hours every day.
- Source: Media Audio September - October 2005, Arbitron, Winter 2006, Persons 12+
- Talk radio is the #1 rated radio format in the country.
- 93% of all American consumers, 12 years and older, listen to radio during the course of the week.

***No other medium comes close to radio's mass appeal.***

**CBS Radio's "The Sky. New Horizons. No Boundaries.™ Network" reaches listeners worldwide:**

**Broadcast Radio:** Boston, Detroit and Seattle.

**Internet Radio:** by streaming our programs to AOL Radio, Yahoo Launchcast and CBS NEWSKYRADIO.COM, we reach listeners from around the globe. Arbitron reports that 30 million people - that's 13% of America - listen to Internet radio every day.



NEW HORIZONS. NO BOUNDARIES.

## CBS Radio's "The Sky. New Horizons. No Boundaries.™"

### Show Sponsorship Opportunity

CBS Radio's "The Sky. New Horizons. No Boundaries™" is a leading edge HD and Online radio network offering listeners shows on a variety of personal wellness topics from Body, Mind, Spirit, Health, Wellness, Psychic and more. All shows can be heard on HD Radio in Boston, Seattle and Detroit, AOL Radio, Yahoo Launchcast, NewSkyRadio.com and Psychiconair.com.

Your Business has the opportunity to sponsor **BEHIND THE PARANORMAL WITH PAUL & BEN ENO** on NewSkyRadio.

As a weekly sponsor of this show, your business will receive:

- 4x :60 commercials (produced or live) to air within the show each week and heard across AOL Radio, Yahoo Launchcast, CBS NewSkyRadio.com and HD channels in Detroit, Seattle and Boston.
- One live interview with the co-hosts to air the first or second week of your ad run. This segment will focus on you, your product and benefits.
- Two live mentions per show by the co-hosts.

All commercials included within the podcast of the show that is uploaded to the co-hosts' bio page on NewSkyRadio.com, giving you staying power and long-term exposure.

**This includes production of your commercials at no extra charge.**

**Total Investment for CBS show sponsorship: \$150 per week.**

**BEHIND THE PARANORMAL WITH PAUL & BEN ENO**

**Toll-free: (866) 894-3141 – Fax: (401) 356-0913**

Sales for this show take place through New River Press/Barking Cat Books  
645 Fairmount St., Woonsocket, RI 02895

**Information online at [www.BehindTheParanormal.com/advertising.htm](http://www.BehindTheParanormal.com/advertising.htm)**