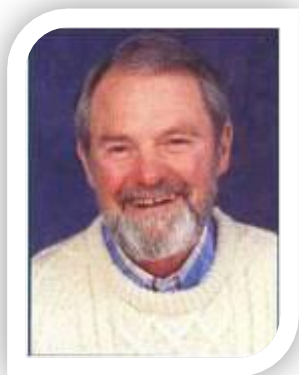


GARDEN TIPS WITH THE BOB TANEM RADIO SPONSORSHIP Monday to Friday in Prime time 6am to 7pm

Present your Lawn & Garden products or services through his special tips vignettes on KGO810 and KSFO560 & enjoy standout placement and association with an expert on gardening!



BOB TANEM, AMERICA'S HAPPIEST GARDENER, HAS PRESENTED HIS RADIO PROGRAM ON KSFO RADIO SINCE 1994. HE RECENTLY RECEIVED THE "RECOGNITION OF EXCELLENCE AND APPRECIATION" AWARD BY KELLOGG FOR HIS LONG TERM INDUSTRY SERVICE.

HE IS A MEMBER OF THE GARDEN WRITERS OF AMERICA. HIS RADIO SHOW 'BOB TANEM IN THE GARDEN' HAS BEEN ON KSFO RADIO FOR OVER 14 YEARS AND BOB HAS APPEARED ON MANY OTHER RADIO AND TELEVISION PROGRAMS AS A GUEST. HIS RADIO SHOW HAS WON THE GARDEN WRITERS ASSOCIATION AWARD OF EXCELLENCE NATIONWIDE FOR 'ON AIR TALENT'. HE HAS BEEN HONORED WITH THIS AWARD THREE TIMES IN THE PAST SIX YEARS. HIS RADIO SHOW ON KSFO IS ONE OF THE MOST LISTENED TO SUNDAY PROGRAMS IN THE BAY AREA. THE PROGRAM AIRS EVERY SUNDAY MORNING FROM 8AM TO 10AM.

SINCE 2001, BOB HAS CO-AUTHORED THE RELEASE OF FOUR BOOKS 'ANNUALS FOR NORTHERN CALIFORNIA', 'PERENNIALS FOR NORTHERN CALIFORNIA', AND 'TREE AND SHRUB GARDENING FOR NORTHERN CALIFORNIA, THE FOURTH BOOK IS A GARDEN DIARY FOR NORTHERN CALIFORNIA GARDENERS. THE FIRST TWO BOOKS ARE NOW IN THEIR SECOND PRINTING. SUNSET MAGAZINE FAVORABLY REVIEWED ALL THREE BOOKS. THE FOURTH BOOK WAS RELEASED IN 2004. BOB OWNED AND OPERATED TANEM'S GARDEN CENTERS IN BELVEDERE AND SAN RAFAEL, CALIFORNIA, RETIRING FROM COMMERCIAL GARDENING AND SELLING THE BELVEDERE RETAIL OPERATION IN 1998.

BOB HAS SERVED ON THE MARIN COUNTY COMMISSION GOVERNING THE COUNTY FAIR, PARKS, AND OPEN SPACE. HE IS CURRENTLY A MEMBER OF THE MARIN COUNTY INTEGRATED PEST MANAGEMENT COMMISSION.

**:05-second Open / :30-second commercial / :25-second tip
Runs on KGO or KSFO M-F 6am to 7pm 15x per week
Sponsorship commitment is 13 weeks**

**KGO cost is \$2,250 per week
KSFO cost is \$1,875 per week (3 of the spots will air SUN 8am – 10am in the Bob Tanem show)
KGO & KSFO combined is \$3,525 per week (15% discount)**

**Contact: John Keefer john.keefer@cumulus.com
O (415) 995-7093 or M (415) 279-1480**