

**THE
BOB
& TOM
SHOW[®]**

Original – GUARANTEED!

The BOB & TOM Show is built on comedy, lifestyle talk and celebrity guests. Add news, sports, the occasional live musical performance and listeners are guaranteed fresh content with 4 hours of upbeat entertainment.

America's leading media outlet for comedians ranging from superstars like Seth Rogen and Billy Crystal to up-and-coming stars. The BOB & TOM Show is basically like late night TV during your morning drive.

The BOB & TOM Show can be heard on over 100 radio affiliates, America Forces Network, and on The BOB & TOM Show mobile app carrying affiliates radio streaming station weekdays from 6AM – 10AM.




Nationally-syndicated since 1995, it takes radio's largest staff of award-winning performers, writers, musicians, and misfits to guarantee millions of The BOB & TOM Show listeners and followers the most creative content on air!



Hosts of The BOB & TOM Show



TOM GRISWOLD

No one on the planet has a more complicated life than Tom. The staff is never sure what he does in his free time because he's always, "gotta go." From bluffing his way through an Ivy League school to raising his seven children, Tom tends to aid in the show going off the rails.

 @bobandtomshow 306K+
 @bobandtom 269K+
 @bobandtom 35K+



KRISTI LEE

Kristi is the voice of reason in the room – all while delivering the day's lifestyle and entertainment news. A mother of 2 girls, single and a car enthusiast, Kristi's life is a non-stop roller coaster, all while wrangling the boys in the morning from 6A-10A.

 @kristileenews 42.9K+
 @kristileenews 11.7K+



CHICK McGEE

Chick, a lifelong Washington Redskins super fan, is "Your Sports Buddy" or as he is known now, the "Sportsasaurus Rex." He is the one to put Tom in his place all while delivering the occasional Greg Hahn rim shot. When not on-air, you can find him at home with his "big sweeties," aka his dogs.

 @chickmcgee1 149K+
 @thechickmcgee 23.1K+

JOSH ARNOLD

Josh has been a part of the cast for almost two years with several fan favorite segments including "Here's one of the fattest things I've ever done..." Josh is a single guy who's been touring the country as a stand-up comedian for over a decade. With his stand-up experience and library of incredibly bad puns, Josh fits in seamlessly.

 @thatjosharnold 13.2K+
 @thatjosharnold 7.1K+



Regular On-Air Comedians



RON SEXTON

Ron joined the show as a voice actor. His Donnie Baker character has become a fan favorite with millions of BOB & TOM listeners and YouTube viewers worldwide. Ron can be heard calling in daily as Donnie, Kenny Tarmac, Floyd the Trucker, Tony Soprano and Morgan Freeman to name a few.

JEFF OSKAY

Jeff is not only a touring stand-up comedian, but the newest addition to the behind-the-scenes staff of The BOB & TOM Show. Jeff comes to the room equipped with the latest and greatest finds on the internet, as well as his hectic life of raising chickens and a child.

AL JACKSON

Al is the show's west coast correspondent, keeping us up-to-date with crazy lifestyle news recaps. Al is a nationally-touring comedian, actor, and television host. You can see him weekly as a host of Daily Blast Live, syndicated across the country.

ALLI BREEN

Alli is the show's east coast correspondent. She is an accomplished stand-up comedienne and writer who appears regularly on the show with her "Dear Alli" advice column.



Ladies of The BOB & TOM Show

Hosts of The BOB & TOM Show “Week in Review” every Friday.



JESSICA ALSMAN

Jessica is considered the “geek” of The BOB & TOM Show with her passion for pop culture from Sci-Fi to Superhero movies to attending conventions. She grew up listening to The BOB & TOM Show because her parents were awesome. With experience in Radio as an on-air DJ, production and the advertising world, Jessica is excited to “geek out” with the show.

GRACE YINGER

Grace has grown up with The BOB & TOM Show and is like the kid sister to the cast. In addition to being the guest booker for The BOB & TOM Show, she is the official tech correspondent heard on-air weekly. She keeps us in the loop on the latest in greatest in smartphone and computer technologies. Grace also sits in for Kristi Lee at the News Desk when she is “on assignment.”





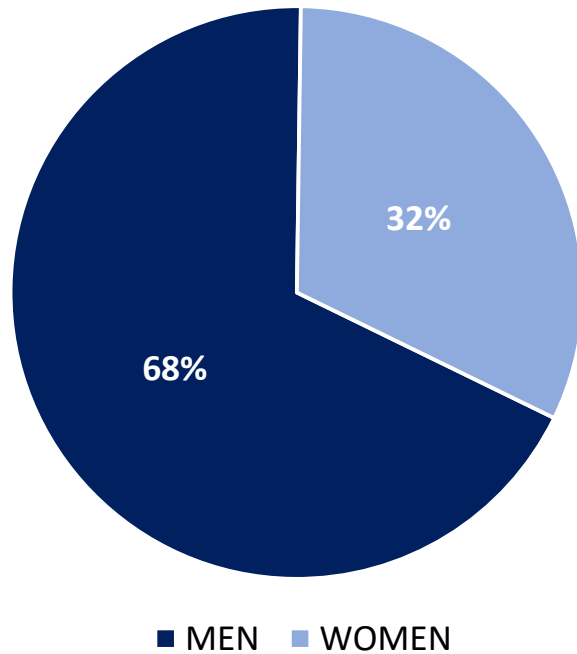
Celebrity Guests

Sir Paul McCartney • Sandra Bullock • Jim Gaffigan • Kunal Nayyar • Anna Farris • Bradley Cooper • Jonah Hill • Zach Galifianakis • Jim Jefferies
Tim Allen • Mick Jagger • Slash • Jeff Foxworthy • Mike Birbiglia • Rob Reiner • Peter Frampton • Larry the Cable Guy • Seth Meyers • Trevor Noah
Barack Obama • Jeff Dunham • Ron Howard • Frank Caliendo • Kevin James

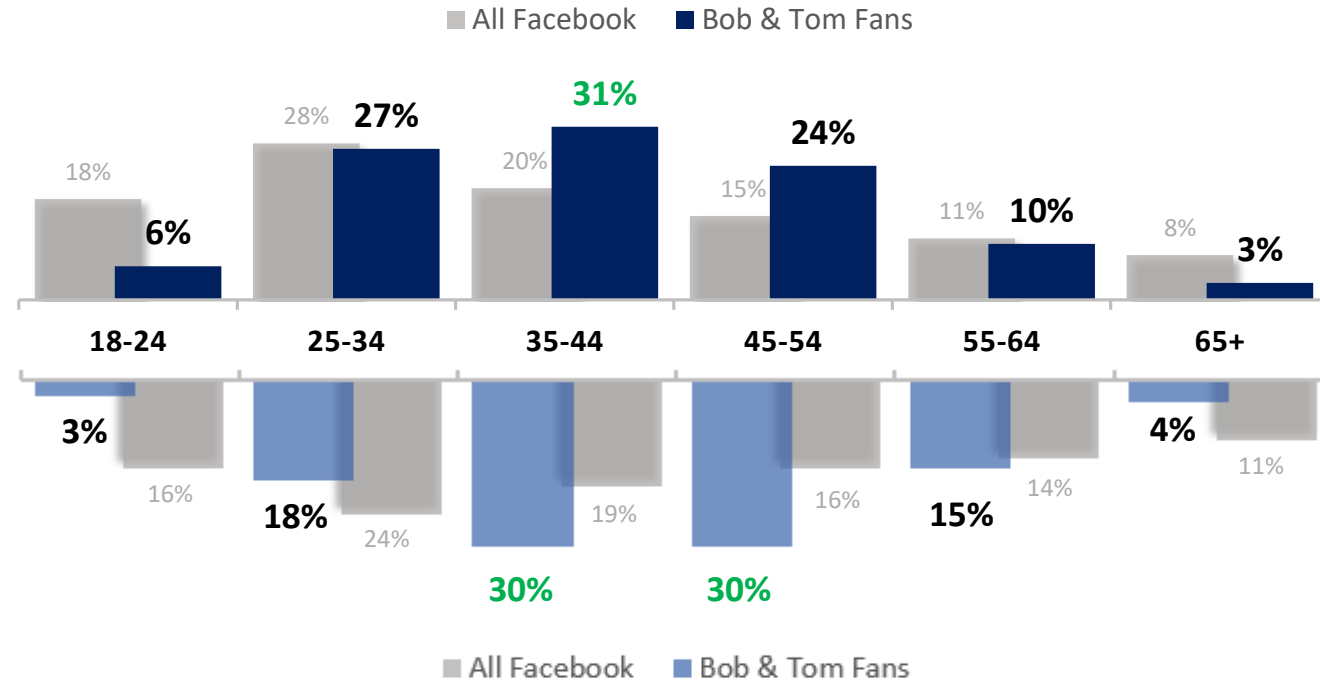
Our Audience

Age & Gender Breakout

GENDER



MEN

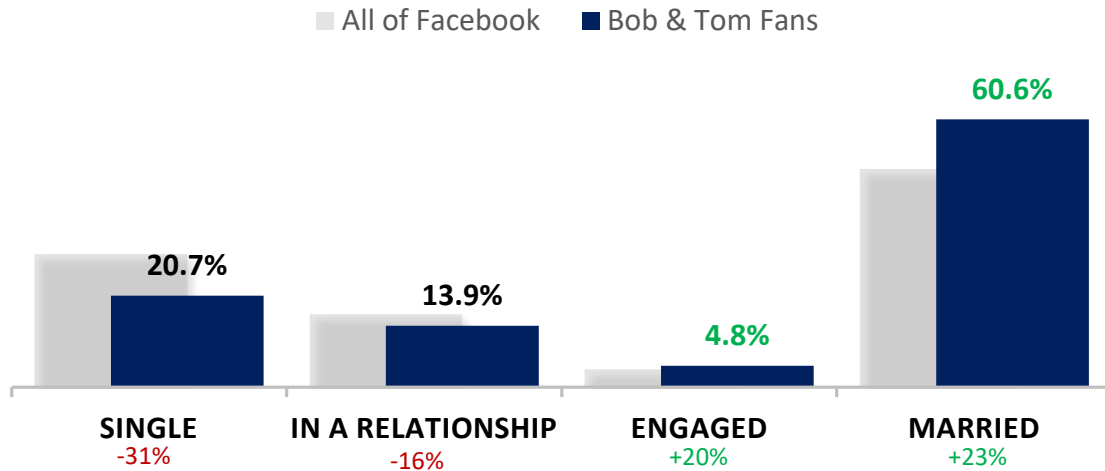


WOMEN

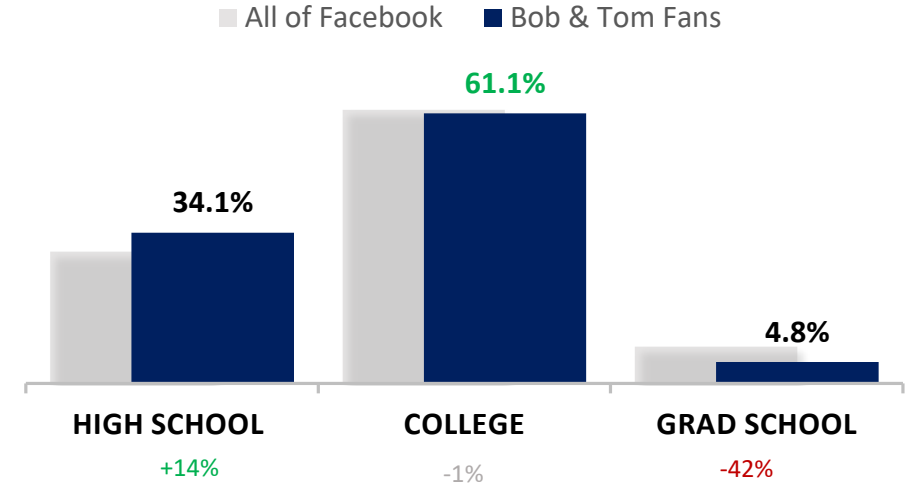
WHAT THIS MEANS: Nearly 1/3 (**31%**) of the men that follow The BOB & TOM Show are 35-44 where out of all active Facebook users Adult 18+ in the U.S. only 20% are 35-44. The B&T fans that are women, **30%** are 35-44 where out of all active Facebook users Adults 18+ in the U.S. only 19% are Women 35-44.

Our Audience

Relationship Status



Education Level



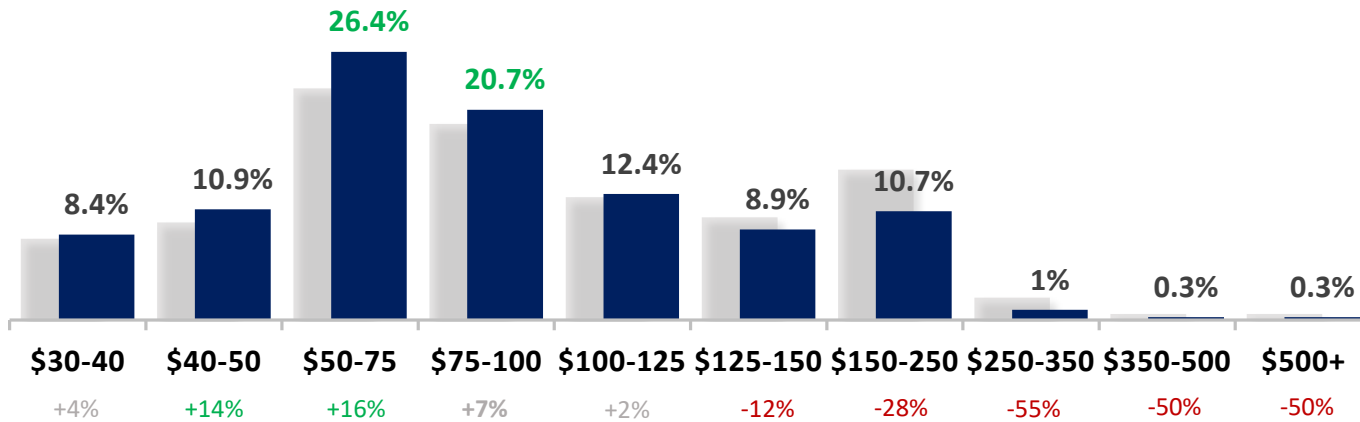
WHAT THIS MEANS: 4.8% of The BOB & TOM Show fans are engaged and nearly 2/3 (60.6%) are married. B&T fans are 20% more likely to be engaged and 23% more likely to be married than the average Facebook user in the U.S. Nearly 2/3 (61%) of The BOB & TOM Show fans have attended college.

Our Audience

Household Income

In Thousands of US Dollars

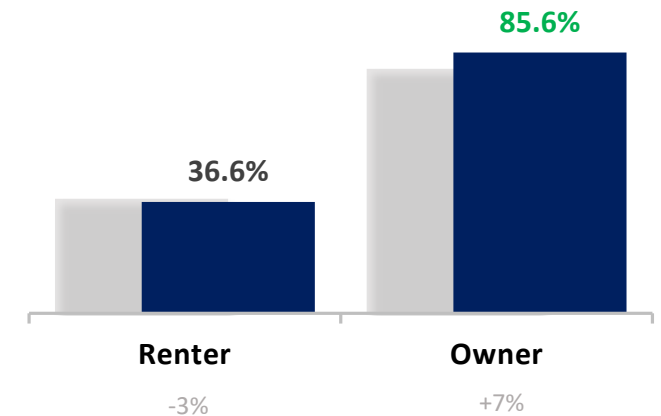
■ All of Facebook ■ Bob & Tom Fans



93% of audience matched

Home Owners

■ All of Facebook ■ Bob & Tom Fans



96% of audience matched

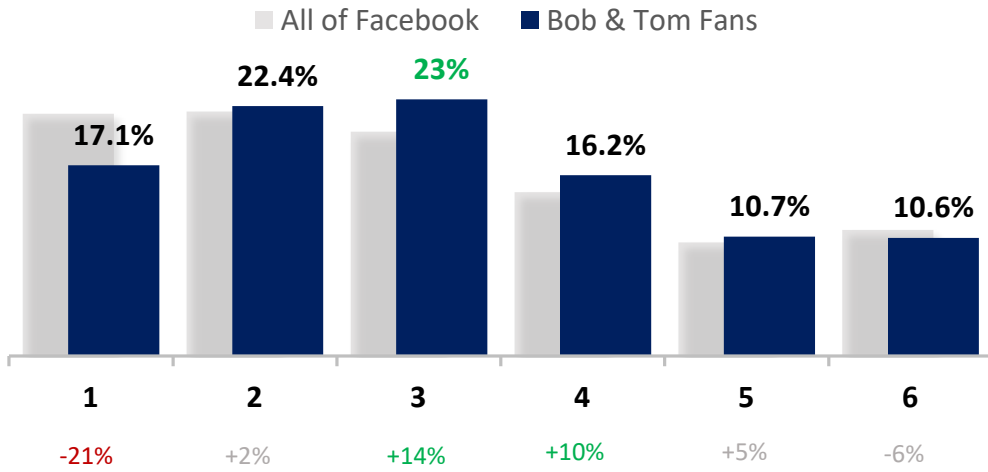


WHAT THIS MEANS: Just over 1/4 (**26.4%**) of The BOB & TOM Show fans have a HHI of \$50K-\$75K. They are **16%** more likely than the average Facebook user in the U.S. to have a HHI of \$50K-\$75K. B&T fans are nearly **86%** more likely to own a home which is **7%** more likely than the average Facebook user.

Our Audience

Household Size

Number of adults and children who live in a single U.S. home.

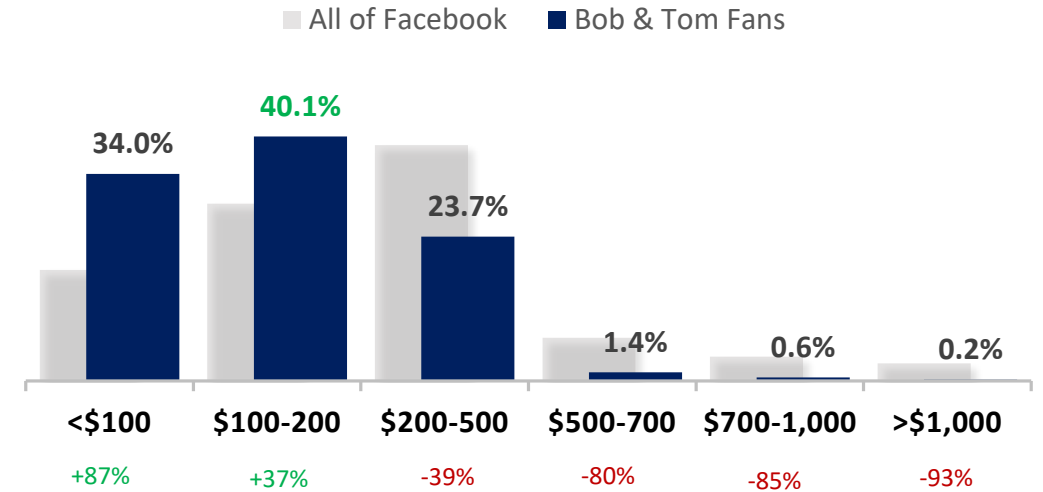


93% of audience matched



Home Market Value

In Thousands of US Dollars



83% of audience matched

WHAT THIS MEANS: The BOB & TOM Show fans are **23%** more likely to have at least 3 persons living in the home, which is **14%** higher than the average Facebook user in the U.S. **40%** of the B&T fans are likely to own a home valued between \$100,000 and \$200,000, which is **37%** more likely than the average Facebook user.

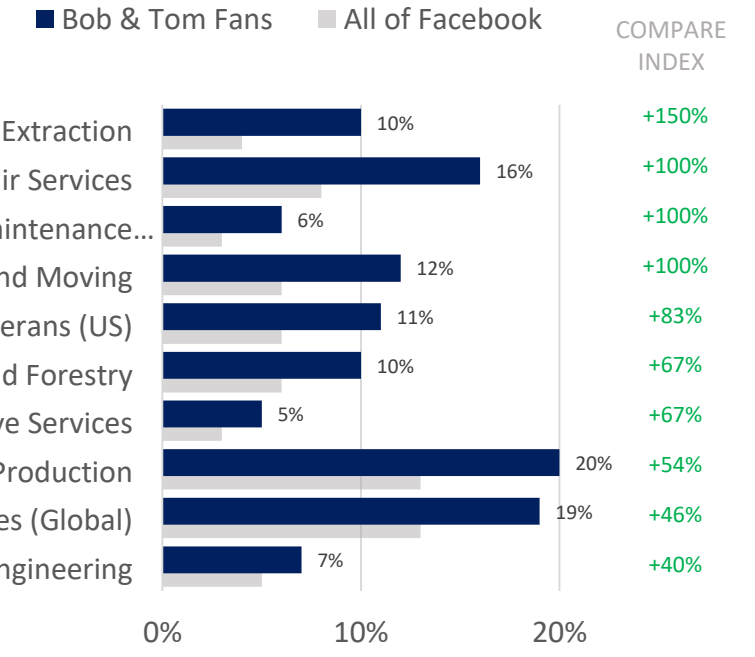
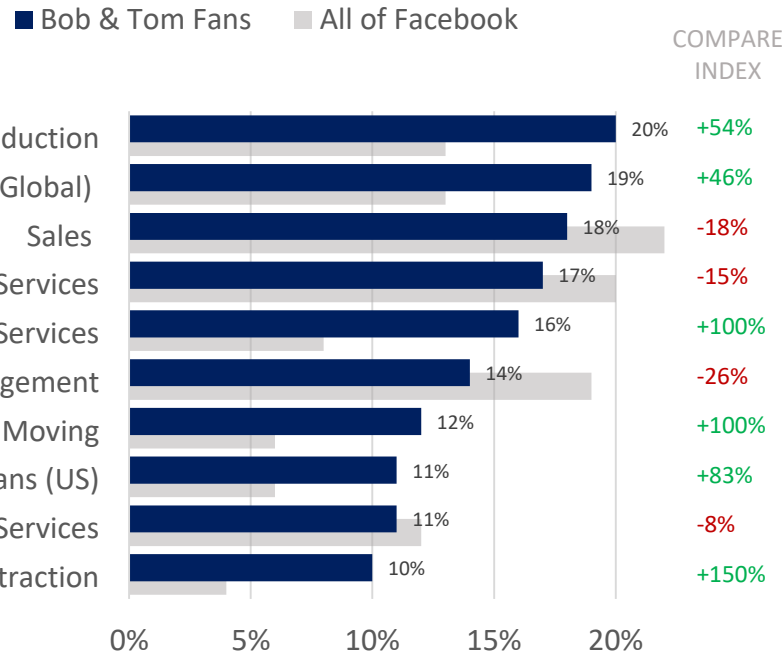
SOURCE: Facebook Audience Insights based on self reported data from the 285.7K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of Jan 2018. HOUSEHOLD SIZE: 93% audience matched. Number of adults and children who live in a single U.S. home, based on survey responses, purchase activity and publicly available data. Source Acxiom | HOME MARKET VALUE: 83% audience matched. Estimated U.S. home value based on survey responses and publicly available data.

Our Audience

Occupation

Top Likely Industries for B&T Fans

Likely Industries B&T Fans Index Higher than Facebook Users



WHAT THIS MEANS: Most popular industry The BOB & TOM Show fans likely work in is Production (20%). B&T fans are 54% more likely than the average Facebook user in the U.S. to work in Production. Looking at where our fans stand out with the highest index, 10% of B&T fans likely work in Construction and Extraction which is 150% (or 2.5 times) more likely than the average Facebook user in the U.S.



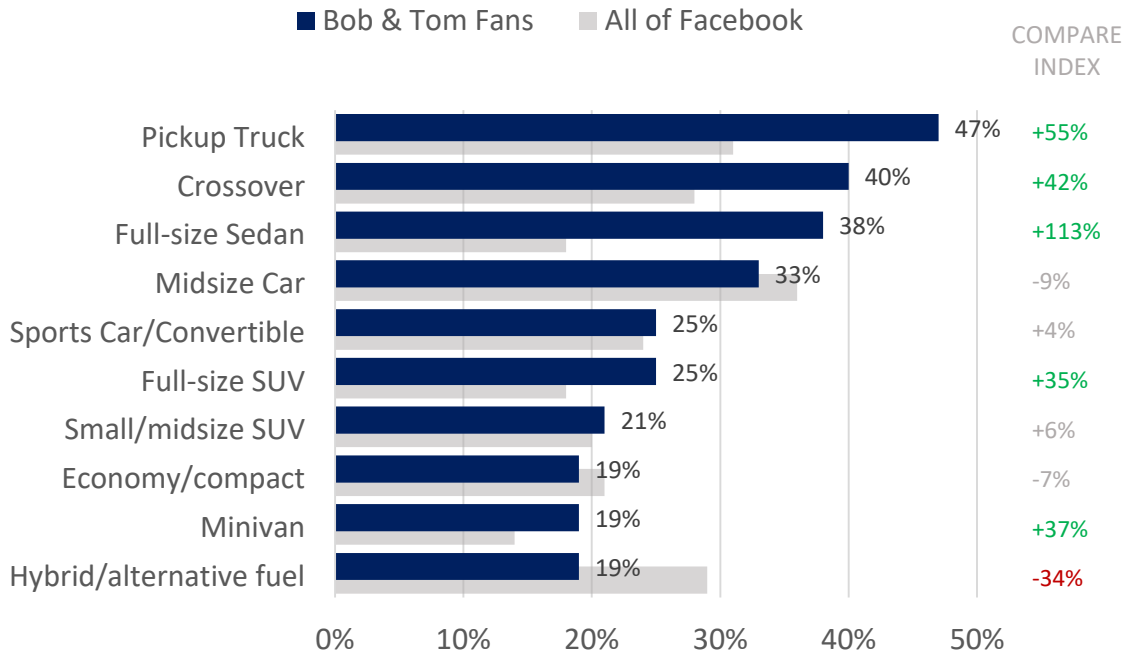
SOURCE: Facebook Audience Insights based on self reported data from the 285.7K monthly active Facebook Users in the United States, Adults 18+ who "LIKE" The BOB & TOM Show Page on Facebook as of Jan 2018. OCCUPATION: Likely industries where Adults 18+ work based on self-reported data on Facebook. Persons based on job may fall in multiple categories. (i.e. A person in Radio marketing may also be considered in digital marketing.)

the POWER OF FUNNY

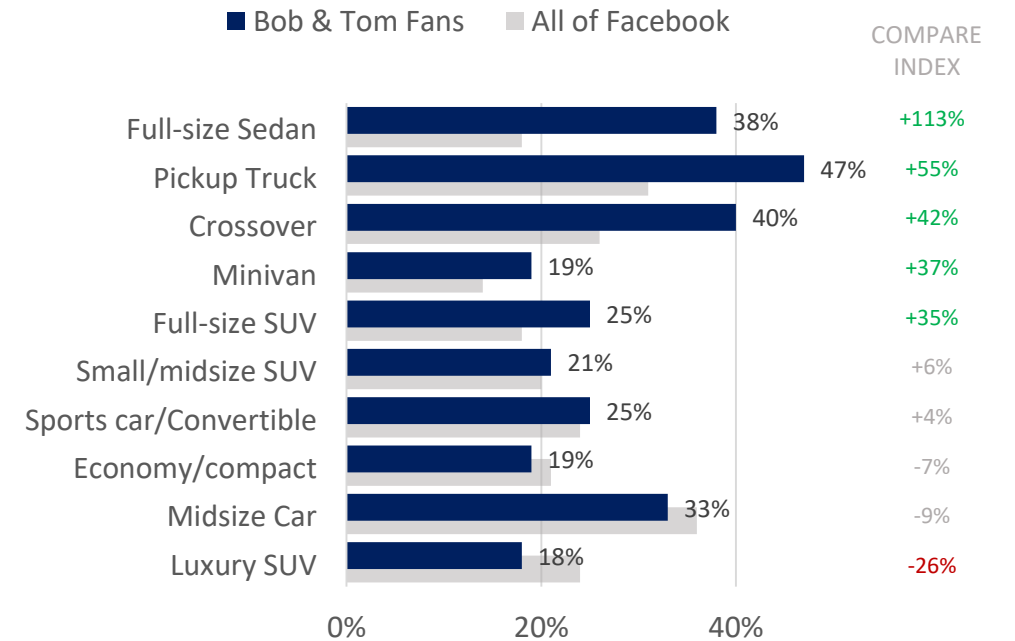
Our Audience

In the Market For A Vehicle

Top Vehicles B&T Fans Shop For



Vehicles B&T Fans Shop - Index Higher than Facebook Users

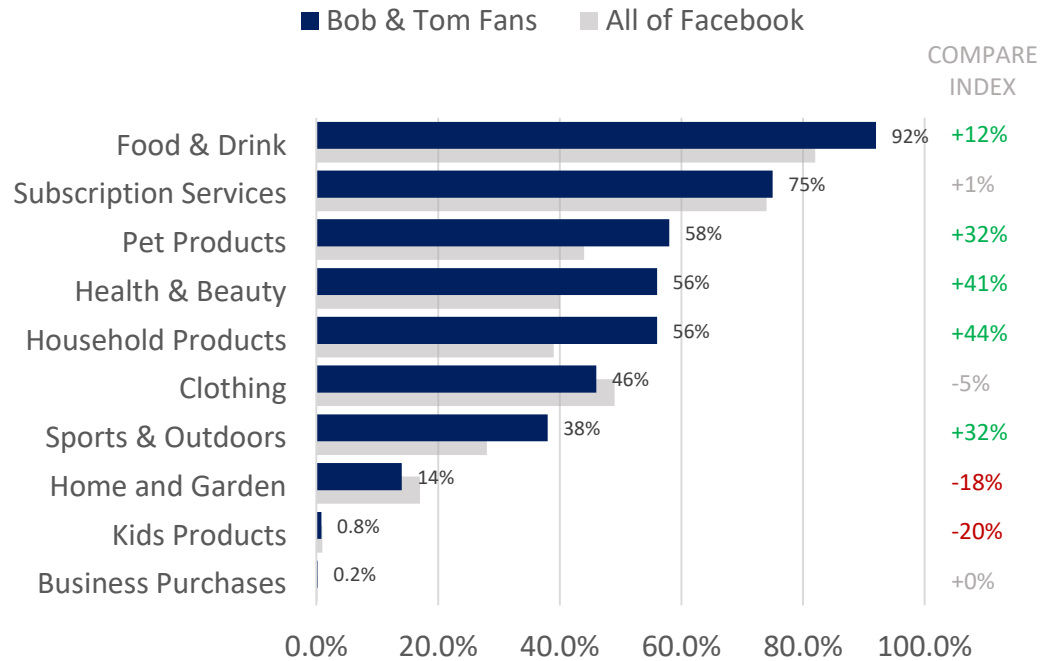


WHAT THIS MEANS: 47% of The BOB & TOM Show fans are in the market for a pickup truck. Looking at the index, The BOB & TOM Show fans are 55% more likely to be in the market for a pickup truck when compared to the average Facebook user in the U.S. Looking at where B&T fans stand out, 38% are in the market for a full-size sedan, which is 113% more likely than the average Facebook user in the U.S.

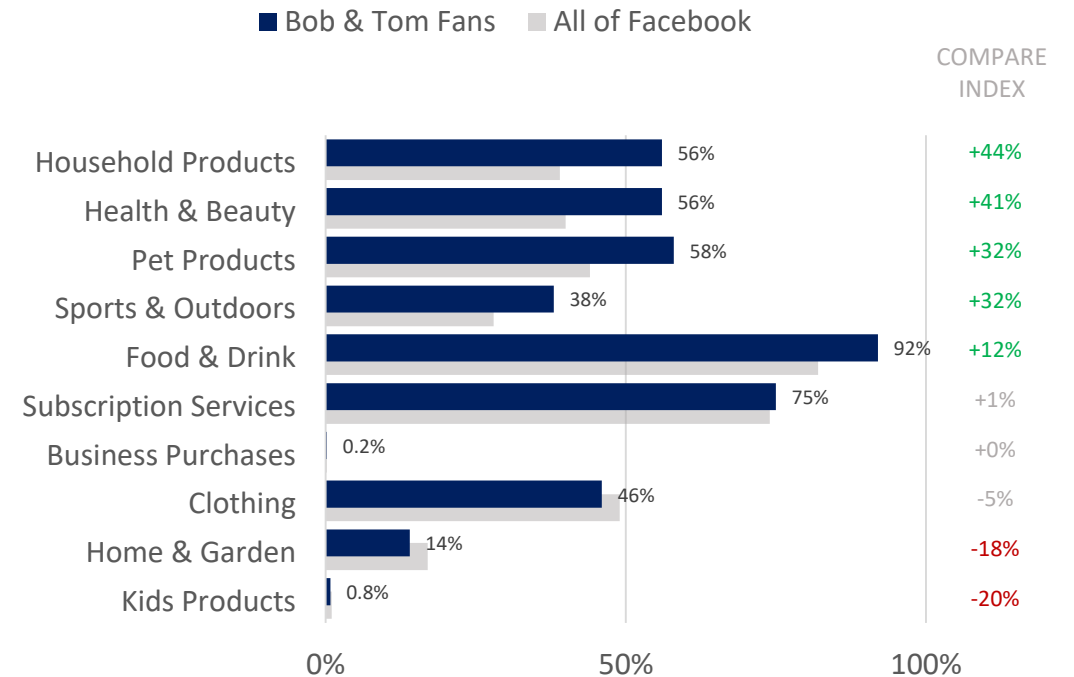
Our Audience

Purchase Behavior

Top Purchase Behaviors B&T Fans



Purchase Behaviors B&T Fans Index Higher than Facebook Users



WHAT THIS MEANS: 92% of The BOB & TOM Show fans purchase Food & Drink, which is 12% more likely than the average Facebook user in the U.S. Looking at where B&T fans stand out with their purchase behaviors, 56% are likely to buy Household Products which is 44% more likely than the average Facebook user in the U.S.

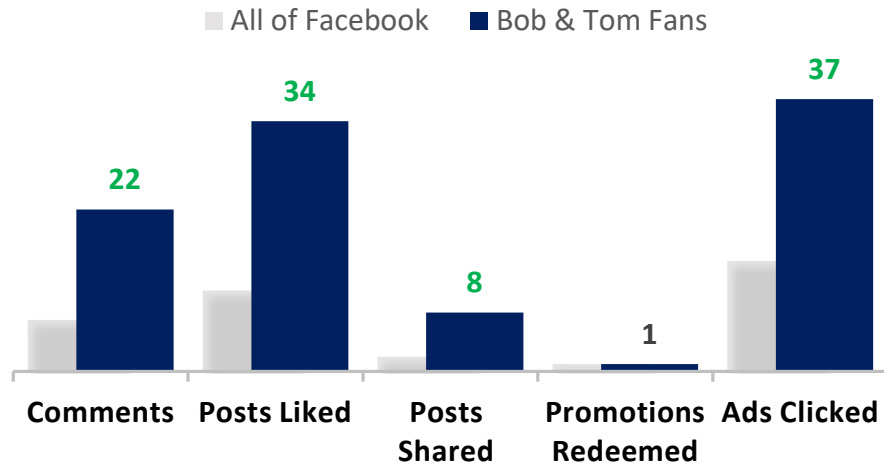
Our Audience

Active on Facebook

Frequency of Activities

The median number of times the selected audience performed these actions on Facebook.

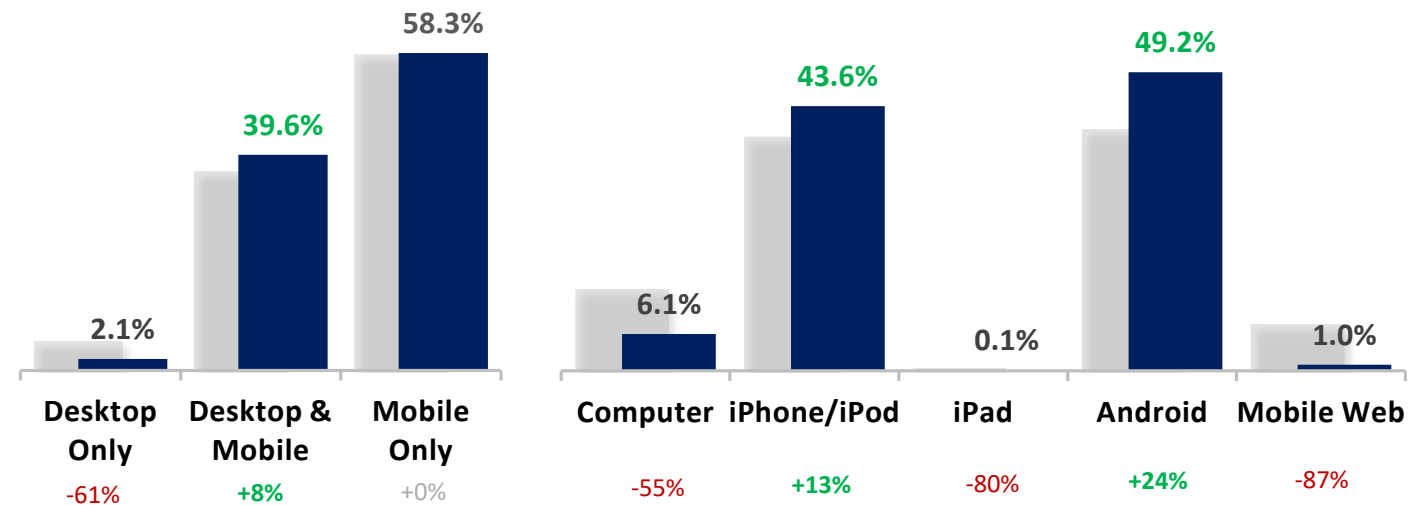
In the last 30 days



Device Users

How the selected audience accessed Facebook in the last 30 days.

■ All of Facebook ■ Bob & Tom Fans



WHAT THIS MEANS: The BOB & TOM Show fans are active on Facebook, and are more likely than the average Facebook user to click on ads they see. Android mobile phones are the most popular device B&T fans use to access Facebook.

