

The  
Debbie Nigro  
Show

*"The Elite To The Street"... A Fun Ride*

# Your Marketing Must Be 'Relevant' In A Fast Moving World.

**These Days It's Not Enough To Just Advertise. Businesses And Individuals Need High Quality Content Marketing To Stay Relevant and Credible!**

If You've Got A Business, A Service, A Product or An Event You Want People To Know About, It's Critical You Get In Front Of Your Potential Customers In The Media and 'Social Media'.

*You Need To Stand Out From The Pack And Become The "Go-To" Expert In Your Industry.*

So Ready Or Not, You Better Be. We Are.  
Times Have Changed. We Make It Easy.  
We've Got The Platform.  
You Just Step Up.



**Debbie Nigro Is An Award Winning Broadcaster and World Class Content Marketing Professional with Mainstream Media & Social Media Platforms. Thousands Listen And Thousands View Information About Her Talk Show Guests Every Day. She Knows Exactly How To Make You Shine As The Authority Of Your Space And How To Help YOU Stand Out From Your Competitors.**

# How You Build Customer **Trust** And **Stand Out** From Your Competitors



- Trust Is Built By Humanizing Your Brand
- You Build Trust By Putting a Face and Voice To Your Brand
- By Building Your Authority You Build More Trust
- By Building More Trust You Build Your Influence
- Trust Happens By 'Authentically' Connecting With Customers
- 'Connecting' Happens By Sharing Your Valuable Knowledge
- By Sharing Knowledge You Become A RECOGNIZED EXPERT
- Experts In Media Stay Relevant And Become 'Go To Sources'
- People Buy From Who They Trust.



# 3X National Winner

Best Nationally Syndicated Radio Personality

**“Funniest”** Media Personality

## Your Company's Success Starts Here!

*Your Brand Can Successfully Be A Part Of Upbeat Branded Content For Radio, Digital Media, Social Media And Various Connected Digital Platforms.  
One Stop Shopping For Complete Success!*

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Hyper-Targeted Email Blasts  
On Demand Podcasts  
Facebook Live Broadcasts

Successful and Happy High Qualitative Sponsors  
35+ Marketing to Women and Adults, a Natural Success  
Cut Through the Clutter with Customized Strategy using the Right Content, Humor and Tone



Debbie Nigro  
Radio Talk Show Host | Female Marketing Expert

# Audio Listening To Radio Shows & Podcasts Is Growing In A BIG Way!

The Sheer Number Of Mobile Devices Has Changed The Way People Find And Listen To Great Content From Any Place They Happen To Be 24/7 From Anywhere On The Globe.



## Top News

### The Power of Radio: “Personality” Reigns Supreme

**When a Radio Personality recommends a brand or product, it carries more weight than website ads, sponsored Facebook and Twitter posts, mobile ads or emailed pitches.**

**That’s according to a Clear Channel commissioned survey by the University of Southern California, which found six in 10 listeners consider radio hosts “like a friend.” And social media is making that bond even stronger.**

### **Favorite Talk Radio Personalities are Valuable to Advertisers**

- 50% Listeners Consider/Purchase Products They Recommended

- 51% Listeners Consider/Purchase Products Advertised In Show

- 70% Follow A Favorite Radio Personality Via Social Media

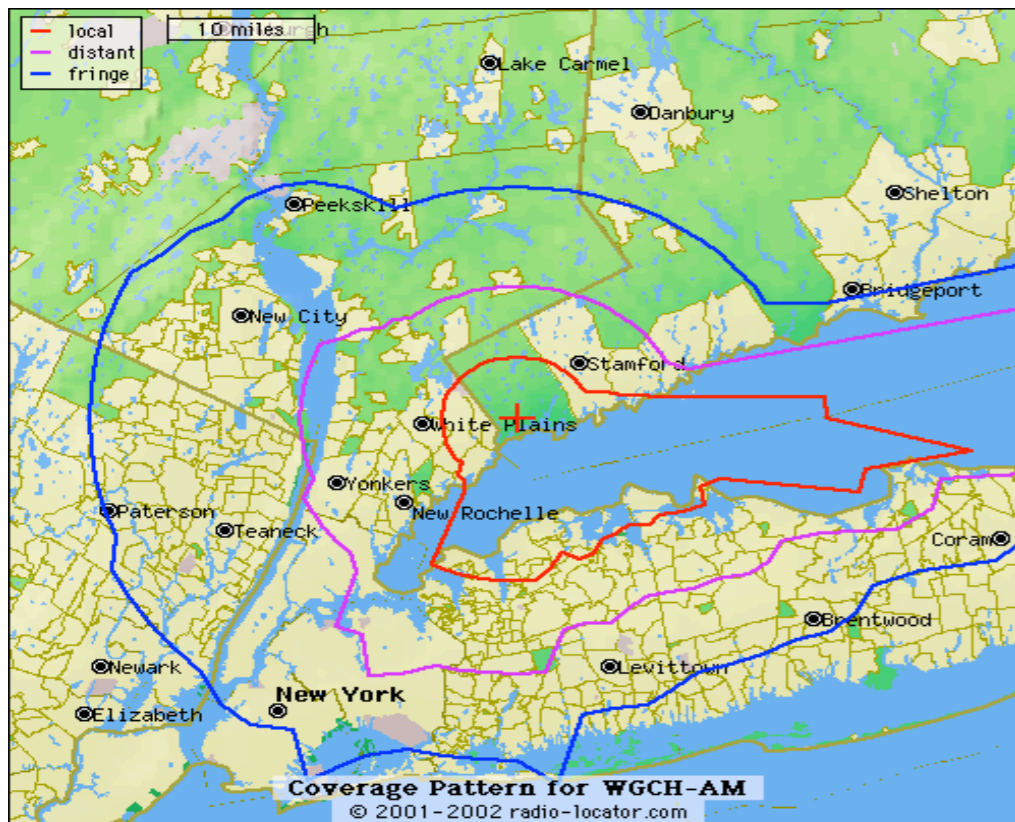
- Talk Radio Drives Listeners Online & To Mobile Phones

# Local On-Air Talk Talent Are “Major Influencers With Strong Connections To Their Audiences.” Radio Reaches More Americans Than Any Other Medium, And Offers Advertisers Outstanding ROI And Local Activation.

-Entercom President and CEO, David Field



News Talk AM 1490 WGCH, Greenwich, Ct.  
Reaching the In-Demand Westchester and  
Fairfield Counties & Long Island  
Live and Fun!  
50,000 Potential Listeners!



## Show Air-Times On Air & Online:

### Caller Profile

Male	60%
Female	40%
Adults Age 25+	99%
Adults Age 25-54	47%
Adults Age 35+	67%
Married	75%
Occupation is Top Management	51%
College Graduates	69%
Homeowners	84%
Use Computers at Work	89%
Household Owns 2 or more Vehicles	95%
Have Investment Portfolios	83%
Travel for Business	72%
Use Credit Cards	89%
Use Internet	70%
Spent \$35,000+ on Last New Car	70%
Have Investments Valued Over \$200,000	25%
Listen to Talk Radio more than 1hr/day	52%
Average Household Income	\$175,000



**‘LIVE’** Monday to Friday  
11 a.m - 12 Noon EST  
Live Stream at WGCH.com

Plus On Demand Podcasts Via  
Multiple Podcast Platforms Like  
iTunes, TuneIn, Stitcher & More!  
Links on DebbieNigro.com As  
Well As All Ancillary Online  
Media Related To The Show.

Plus: Facebook Live Broadcasts  
and Weekly National Show !

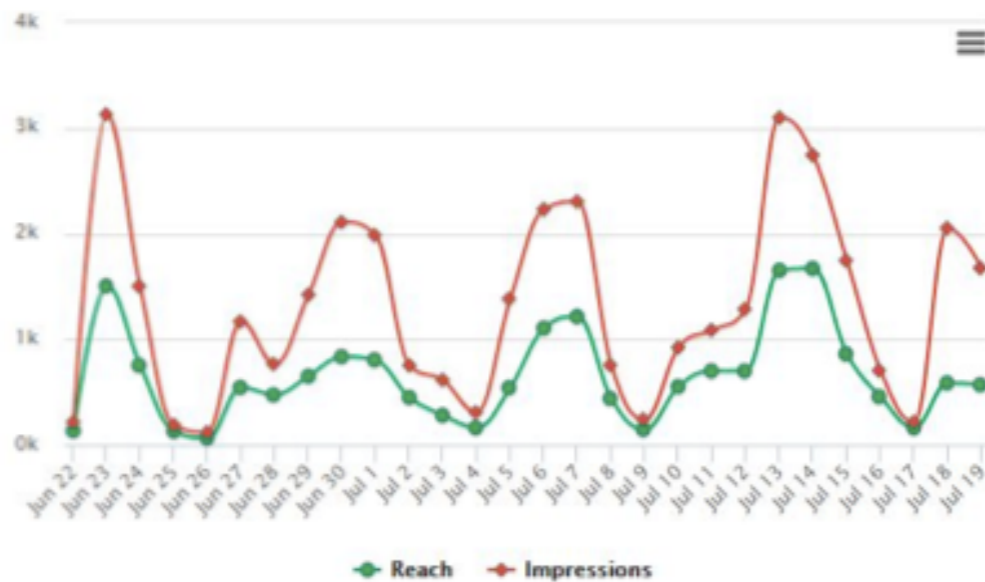
# Facebook Demographics



@TheDebbieNigroShow

## Reach And Impressions

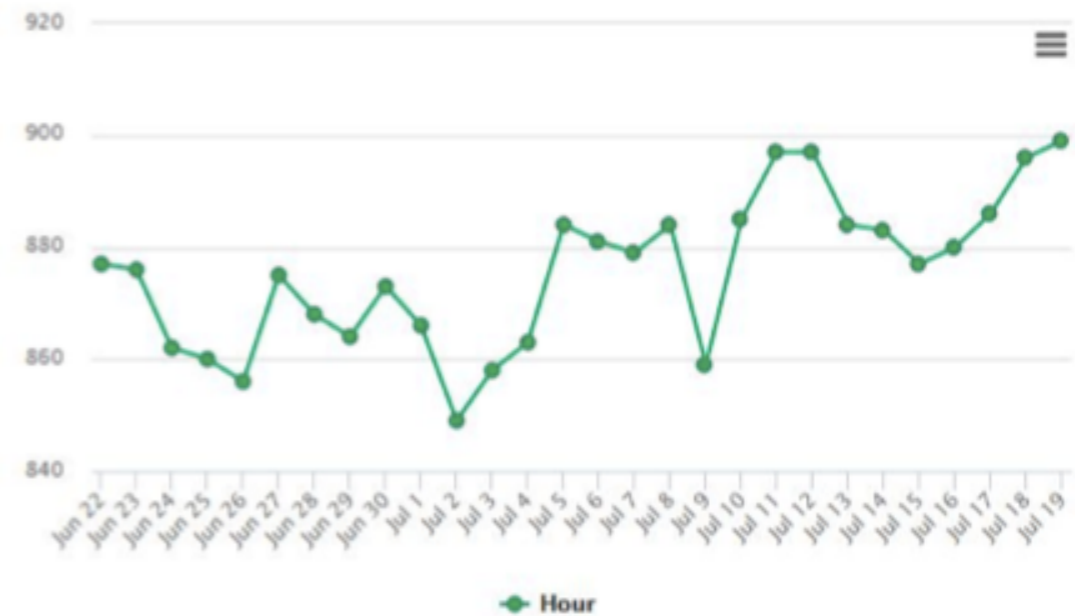
The number of people who saw any of your Page posts and impressions that came from all of your posts



**18,115** Reach | **36,703** Impressions

## Fans Online By Day

The number of your fans who saw any posts on Facebook on a given day.



**211,105** Fans Online

# The Growing Power Of Podcasts

Just Like Video – Audio Listening Is Now On Demand And Audio Listening On Mobile Devices Is On The Rise!!!

## Everybody Wants Their Podcast!

**1 in 3** Americans Have Listened To A Podcast

**32 Million** Americans Listened To A Podcast Last Week

**46 Million** Americans Listened To A Podcast Last Month

**64%** of Americans Listen To Podcasts On Smartphones

Podcasting Is Thriving In The Age Of Ad Blocking.  
Listeners Do Not Tune Out Of Ads During Podcasts.

**"What Netflix Did For Video Is What Podcasts Are Doing For Radio Today."**

- Industry Veteran *Norm Pattiz*, CEO  
Celebrity Podcast Channel One  
(which sells millions of dollars of ads  
for popular podcasts)



**The Debbie Nigro Show Has Been Downloaded Almost 100,000 + Times Organically**



# Build Your Facebook Audience With FACEBOOK LIVE Broadcasts!

Want To Add Followers and Likes To Your Facebook Page?  
Is Your Business/Product/Service One That Must Be Seen Not Heard?



**You pay once and get the free promotion of others extending your brands message to their friends.**

*Ex: Live Event coverage, Food Videos, Car stories, Showrooms, Fashion, etc.*

Let Debbie be the reporter for your Facebook Page Live Event Broadcast.

She will come to your event and interview key guests and stakeholders for your business.

Everyone loves a video of themselves and can't wait to share it to their social media followers. Watch as they help exponentially grow the number of views to your brands message!

- A) Debbie Nigro Will Host Facebook Live Broadcasts From Your Location to air on *The Debbie Nigro Show* Facebook Page.
- B) Debbie Nigro Will Private Label A Facebook Live Event or Segments To Go Directly To Your Own Facebook Page.



# Brands We Have Worked With:



NY HEALTH & WELLNESS  
MEDICAL WEIGHT LOSS & B3H+<sup>®</sup> DIET SPECIALTY CENTER



Castle HOTEL & SPA  
TARRYTOWN NEW YORK



# The Debbie Nigro Show Is A Smart Fun Ride!

*Everything “BUT” Politics!*

## **What Do You Get When You Mix 2 Parts Tips and 4 Parts Funny?**

A radio cocktail that is all Debbie Nigro. Debbie Nigro *delusionally* insists she is Still A Babe and takes her listeners on a wild ride through daily news & relevant content with an attitude that is positively infectious.

## **No One Sees the Glass of Cabernet Half Full Like Debbie!**

Celebrating Imperfections, Staying Alive, Random Run-Ins, Bucket List Dreams and The Daily Toast! ...are just a smidgeon of what's typically poured into a show that truly is happy, inspirational, educational and often has listeners on the floor.

## **With Daily Guests from ‘The Elite’ to ‘The Street’**

Debbie is ‘on it’ with timely relevant news, stories and information – and typically ahead of the curve. Like nothing else on radio. You too can stay delusionally young, grab a few cubes of knowledge and enjoy some good old fashioned fun with Debbie Nigro!

# Topics That Do Well On The Show

Entrepreneurship/Small & Medium Business  
Trends & Experts

Thought Leaders /Risk Takers/ Inspirational Thinking/  
Advice/ Innovation / Women Entrepreneurs

Hot Products/New Technology

"The Home"/Indoors/Outdoors

Food/Chefs/Restaurants–Spirits

Escape/Experiences/Bucket List/  
Travel/Business/Personal

Cars/Car Repair/Car Services

Doctors/Wellness/Diet/Exercise/  
Supplement/Physical & Mental Health/  
Spas/Plastic Surgery

Financial & Accounting Advice

Money/Jobs

Clothing /Fashion/Hair/Beauty

Romance/Dating/Marriage/  
Divorce Advice

Care Taking/Family

Commiseration!



## Show Guests

**Local & National Entrepreneurs** | World Class Doctors |  
**Casting Directors** | **Celebrities**, Entertainers, **Reality Show Stars** |  
Motivational Experts, Wellness Gurus | **People Re-Inventing Themselves** |  
People Nailing Bucket List Dreams | **Charity Event Folks** | **People In the News**

People like: **Jack Devine** Legendary CIA Spymaster, The late **Joan Rivers**, **Brandon Steiner** CEO Steiner Sports, **Linda McMahon** WWE, **MANY** Influential Female Business Owners, **Eli Manning** NY Giants Quarterback, **Peter Deutsch** CEO Deutsch Family Spirit, **Mary Higgins Clark** Author, **Vinny Pastore** 'The Sopranos', **Nancy Lopez** Golfer, \*Silicon Valley's Hottest New App Developers, **And LOTS of Fun REAL People Met During Random Run-Ins!**

# Happy Sponsors!

“Debbie shines as a rare combination of wisdom, a skilled communicator both with her listeners and guests, and as someone who does her homework. She always knows exactly the timing of strategic moves a brand should make and always has just the right words to get the message across. It’s clear that she is a consummate professional and loves what she does. Her radio is a MUST for all that are looking to improve sales, get brand recognition and receive LOVE.”

**- Mitch Suss, CEO, NY Health & Wellness**

“Working with Debbie Nigro has been a fantastic and new experience for Greenwich Polo Club. After listening to an interview she did to one of the world polo stars, we knew she was the person to talk polo to new audiences. Debbie does her research so well that her work is truly insightful. Fun radio with meaningful information.”

**- Mariana Castro, Director of Marketing, Greenwich Polo Club**

“I had the privilege of being on the Debbie Nigro radio show. I have not had as much fun as I did that day in many years. WOW, what a lady, what a show. Thanks for the memory.”

**- Hazel Cathers, Executive Director, Soldiers’, Sailors’, Marines’, & Airmen’s Club**

# What We Can Tell You From Experience ...

- **On Air Radio Promotion Of A Person or Business Builds Their Media Credibility**
- **On Air Radio Promotion of a Person or Business Drives Interest To Their Websites.**
- **People Do Not Remember Phone Numbers Heard On Air But DO Remember Web Addresses**
- **Promoting A Radio Show Guest On Social Media Drives Interest To Listen In & To Their Websites**
- **Listeners Can Tune In 'Live' On Any Radio Or 'Live' On Any Mobile Device And They Do.**
- **The 'Connected Car' Now Allows Listeners To Tune In To Their Favorite Shows Any Time Any Distance**
- **Listeners Often Tune In To Podcasts Of Radio Shows After 'On -Demand' At Their Convenience**
- **Radio Guests Excitedly Promote Their Upcoming Radio Interviews To Their Social Media Followers**
- **Radio Guests Clamor For Their Podcasts and Podcast Links After To Share On Their Own Social Media**
- **Radio Guests Get High Quality Media & Social Media Exposure**
- **Radio Guests Gain Media & Social Media Credibility For Sharing Their Unique Knowledge**
- **Facebook 'Live' Simulcasts Of The Radio Show Provide High Quality Audio And Video Media Content**
- **Facebook Live Video Once Aired Live Remains Available "On Demand For Viewing Video After**
- **Facebook Video 'On-Demand' Can Be 'Shared On Social Media To Other Facebook Pages**
- **Those Interviewed At A Facebook Live Event – Will Excitedly Share Their Video To Their FB Followers**

# “Brand Authority Package”

## YOU Are The Expert!

Your Own 'Show' Within A Show

Step On To An Existing Trusted Media Platform and Stand Out As The 'Go-To' The Experts In Your Field

*Creative Brainstorming To Help You Tell Your Story*

*Through; Radio/Podcasts/Video/Live Commercials /Blog/Social Media*

*Expanded Awareness Of Your Company/ Product/ Service*

## Custom Sponsored Feature Content Marketing Partnership

Multiple ways to reach your audience. One Time - Once A Month - Once A Week. Let's Decide!

### You Get:

- **Media Credibility!** Ten- Minute Feature Live Radio Interview on a mainstream Talk Radio Show in the NY/CT market.
- **A High Quality Professional Interview** Conducted By a 3X National Award Winning Radio Personality That Will Bring Out The Best In You! (Even if you've never done this before.)
- **Custom Relevant Creative Content.** We brainstorm together on what best promotes you, your business, or your business expertise.
- **An Exciting In-Studio Experience** (OR you can choose to call in).
- **Advance Social Media Promotion of Your Radio Appearance** On The Day of Your Appearance
- **A Blog Post Written by Debbie About You** posted across all social platforms = More Credibility.
- **Multiple 'Live' :15 second Promotional Commercial Mentions on the Air By Debbie** during the week leading up to your appearance on the show.
- **Link To The Podcast Of Your Interview** After For 24/7 On Demand Listening From Anywhere in the world.
- **An MP3 Copy of Your High Quality Podcast For You To Post On Your Website** and Share On Your Own Social Media.
- **In-Studio Photo Opportunity.**
- **Facebook Live Simulcast** We simulcast your in- studio radio appearance providing real time video of you. You Can Share the video of your appearance after to your social media followers. (Short edited video clip for you = Additional Fee)

# Pricing For Packages

## **BRONZE \$1250.00 One Month/ One Time**

1X Custom Sponsored Feature Segment Package - Brand Authority

Also Includes : (10 per month) :30 second radio commercials or (5 per month) :60 second commercials.

\$1000 Per Month 1X Month X 3-6 Months Commitment

\$935 Mo.1X Month X 7-12 Months Commitment

## **SILVER \$1875 Month**

2X Month Custom Sponsored Feature Segment Package – Brand Authority

Minimum Commitment 3 Months For Discount

Also Includes : (20 per Month) :30 second commercials or (10 per month) :60 second commercials .

## **GOLD \$2500 Month ( Value \$5000 Month)**

4X Month Weekly Feature Segment Package- Category Exclusivity! For Length Of Contract!

Show Brought To You By.....” Brand Authority Package Includes :

(30) :30 second commercials per month or (20) :60 second commercials per month.

## **FACEBOOK LIVE BROADCAST \$1000 (2 Hour Max) Discounts For Ongoing Series**

**BONUS! Sponsor Packages with 3 Month Minimum Spend Get Bonus Weekly ROS Radio Promos:**

5 Weekly Promos (20 Month) spread across the other day parts on AM 1490 WGCH Talk Radio

saying "Tune in to The Debbie Nigro Show" every morning from 11am-12Noon EST “Brought to you in part by... Your Company

**BONUS! Sponsor Packages With Min. 6 Month Commitment Get ACCESS To Debbie's & Her Trusted FEMALE "INFLUENCERS"**

Strategic Partners Mailing Lists. **1X Monthly Email Blast**

**Our Audience is Continuously Growing and Show Is Investing In It's Own Social Media Rise Rates Will Go Up- So Lock In Now!**



# SPONSOR "THE DAILY TOAST" END OF SHOW FEATURE RIGHT BEFORE LUNCH TIME WHEN SHOW ENDS AT 12 NOON!

**"The Daily Toast!" is A Daily' Weekday' End of Show Inspirational Send Off! ' On Air & On The Podcast' After, Brought To You By...YOUR COMPANY!**

Each 'Daily Toast' Radio/Podcast Send Off Includes :  
10-:15 Seconds Live On Air Sponsor Mention Intro To "Quote Of The Day"  
Plus (1) :30 Second Commercial earlier in the show during the same day.  
Plus Same Day Show Page Facebook Post of the Daily Toast Quote and Brought to you by YOU!  
With a short line or two offer- and a link to your website!



- A) 1X Daily Toast/ Plus 1X :30 Commercial in show same day/ Plus Facebook Show Page Post  
Cost: \$75
- B) 1X Daily Toast Per Week X 4 Weeks ( Ex: Every Thursday )  
(4) Sponsored Toasts and ( 4 ) :30 Commercial Spots Plus 4 Facebook Show Page Posts  
Cost: \$250 Month
- 3) 2X Daily Toast Per Week X 4 weeks (i.e. Every Thursday & Friday )  
(8) Sponsored Toasts and ( 8 ) :30commercial spots & 8 Facebook Show Page Posts  
Cost: \$450 Month
- D) OWN "The Daily Toast" Radio/Podcast Sponsorship! Every Day For The Whole Month!  
5X week X4 weeks (20) Sponsored Daily Toasts and (20) :30 Second Commercial Spots  
Plus 20 Facebook Show Page Posts  
Cost: \$1000 Month

# LOCAL RADIO COMMERCIAL PACKAGES AVAILABLE

*Custom Radio Commercial Creation*

FREE With Minimum \$500 Local Commercial Spend

**Radio commercials Written and Produced For You  
With Your Voice or With An Announcers' Voice**

**Ask About Airing LOCAL Spots on AM 1490 WGCH & WGCH.com  
the Voice Of Westchester & Fairfield Counties  
Radio Signal Hits NY/CT/Long Island**

**Upscale Adult Audience 35+**

**\$50 per :30 second spot**

**\$75 per :60**

**Live Reads Announcer Endorsement: + \$50 Per Spot**

*Rule of Thumb:*

*Lots Of Frequency For Urgency Of Message*

*Stay In The Game For Long Term Memorable Brand Building*

# NATIONAL TITLE ROLL-OUT SPONSOR

***Last Time This Opportunity Was Presented Avon Products Came On Board Early & Won Big! Even Bigger Opportunity This Time As Every Guest On The Show Will "Share" YOUR' Message!***

## **One -Year Commitment**

Underwrite National Expansion of One Hour Of The Weekday Show Into National Syndication.

One -Hour Of The Show Now Available Nationally To Stations Via Genesis Communicaton Network

3pm Saturday Est/2 Central/12 Noon Pacific

Currently Available:

## **TITLE SPONSOR Full Show One Day a Week**

Show Airs Local NY/CT & All National Clearances

Show & All Individual Guest Segments During Show Brought To You By...TITLE SPONSOR

Includes:

### **CUSTOM BRANDED SEGMENT SPONSOR:**

1X Per Show 10 Min. Creative Custom Content Feature Segment For Your Brand

2 :60 Second Spots per show 'Live Host Endorsement' or Recorded

(8) :60's month (96 ) :60's per year)

(10) Live :15 second promotional mentions per week (40) per month (480) per year

*Continued...*

# National Title Roll-Out Sponsor...Continued

## **BONUS : Podcast Sponsor Of Same Hour With Spots Left In.**

(2) National Feature Interview Guests Per Show (8) Guests Per Month/ (96) Guests Per Year will additionally 'share' Their Feature Podcasts to their social media with Your Brand Attached.

**96 Guests Per Year Will Be Sharing Your Brand Message Attached To Their Feature Podcasts Segments Available 24/7 Globally**

BONUS: Your Brand Featured In Some Facebook Live Show Simulcasts

BONUS: E-Mail blasts to existing and ongoing growing audience

BONUS: Plans for Show on The Road From Various Cities

BONUS: One Debbie Nigro Motivational Speaking Engagement For Your Company Date TBD

**\$50,000 Upront**

**One Year Title Sponsorship Regardless of How Many New Stations are cleared.**

## ARE YOU A COMPANY WITH A TALENTED TEAM?

### Give Your Valued Employees A Chance To Shine Too!

SPONSOR An 'ONGOING' Category Exclusive THEMED' RADIO SEGMENT  
And Feature A Series of Your Experts Under Your Umbrella!

*Ex: This 'Wellness Wednesday Segment is Brought to you By NY Health And Wellness.  
Today their Fitness Expert speaks to interval training.  
Today their Dir. of Nutrition talks about why diets don't work? etc.*

## ARE YOU A BRAND WHO CONSTANTLY NEEDS FRESH CONTENT FOR YOUR WEBSITE?

### We Can Help Develop Custom Content For You Ongoing!

SPONSOR ONGOING 'Category Exclusive ' THEMED RADIO SEGMENTS'  
And Let Us Create The Custom Content To Fill It for You!

*Ex: Women Entrepreneurs Risking It!  
Brought To You by "XName Accounting Experts"  
Featuring an ongoing line up of fabulous female entrepreneurs*

# Build Your Facebook Audience With *FACEBOOK LIVE BROADCASTS!*

**Want To Add Followers and Likes To Your Facebook Page?**  
Is Your Business/Product /Service One That Must Be Seen Not Heard?

**Let Debbie be the reporter for your Facebook Page Live Event Broadcast.**

She will come to your event and interview key guests and stakeholders for your business. Everyone loves a video of themselves and can't wait to share it to their social media followers. Watch as they help exponentially grow the number of views to your brands message!

You pay once and get the free promotion of others extending your brands message to their friends.

*Ex: Live Event coverage, Food Videos, Car stories, Showrooms, Fashion, etc.*

A) Debbie Nigro Will Host Facebook Live Broadcasts From Your Location  
B) to air on " The Debbie Nigro Show Facebook Page.

B) Debbie Nigro Will Private Label A Facebook Live Event or Segments  
To Go Directly To Your Own Facebook Page.

\$1000 Per FB Live Broadcast (2 Hour Max)

\* Package Discounts For Ongoing Series Of FB Live Broadcasts

# Consulting/Coaching

**Debbie Nigro Strategic Brainstorming & Coaching  
For Entrepreneurs & Business Owners Who Need Fresh Thinking,  
Marketing, Public Relations, Strategic Partnerships, Media Training.**

*Make An Appointment With Her To Brainstorm Over Lunch Or Coffee, She'll Buy...(She Usually Hits The Big Idea For You That Will Get You Media Attention In One Seating)*

*Contact: [Info@DebbieNigro.com](mailto:Info@DebbieNigro.com)*

## **Debbie Nigro 'Corporate Consulting' Re: Marketing To Women**

Career Female Marketing Expert Who Knows How To Create Customized Product Placement Content With Just The Right Words And 'Tone' That Women React To While Still Appealing To Men.

*History of Launching Successful Niche Female Marketing Concepts*

- *Original Founder Of [WorkingMom.com](http://WorkingMom.com)*
- *Co-Founder Of [FirstWivesWorld.com](http://FirstWivesWorld.com)*
- *Founder Of [StillABabe.com](http://StillABabe.com)*
- *Currently Focus Is On 'Women Entrepreneurs'*

**Many Strong Relationships With Women Influencers With Large Followings In Various Industries Across The U. S.**

**Consulting Rate: \$250 Per Hour (Discounts For 1/2 Day & Full Day)**

*\*Many References Upon Request\**

**Debbie Loves To Do Speaking Engagements! Book Her! Rates Vary.  
See [DebbieNigro.com/Speaker](http://DebbieNigro.com/Speaker) Contact: [Info@DebbieNigro.com](mailto:Info@DebbieNigro.com)**

**\*STRATEGIC BUSINESS INTRODUCTIONS AVAILABLE ON A CASE BY CASE BASIS**



# Contact:



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**DebbieNigro.com**



Debbie Nigro  
**LinkedIn**



@TheDebbieNigroShow  
**Facebook**



@DebbieNigroShow  
**Twitter**



@DebbieNigroShow  
**Pinterest**



TheDebbieNigroShow  
**YouTube**



TheRealDebbieNigro  
**Instagram**