

... Picture yourself sitting at your desk one year from today. You lean back in your chair and begin to reflect. It's been the most exciting year of your life. You did phone interviews with radio talk shows all across America. You appeared on national television twice. Your sales have soared beyond your wildest expectations!

"How did all this happen?" you wonder. Then you remember. It began when you started doing all those radio interviews. It began when you first advertised in *Radio-TV Interview Report* (RTIR).

Dear Friend:

The above scenario is not a fairy tale. It has happened again and again to authors, experts and spokespeople just like you who have advertised in RTIR (see attached booklet for actual examples).

RTIR is the easiest and most cost-effective way of getting radio/TV publicity. We have booked more people on talk shows than any other PR service on the planet. In fact, since 1986, more than 12,000 authors and spokespeople have appeared on radio or TV as a direct result of their ads in RTIR.

To get started or get more info, simply review the enclosed information and call the representative whose business card is included in this kit.

Warm regards,

A handwritten signature in cursive script that reads "Steve Harrison".

Steve Harrison
Publisher

P.S. — If you and I decide to work together, I'll ask you to send me a copy of your book (if you have one), some background material and a photo of yourself. Then I'll have one of my professional copywriters write your ad copy for FREE and submit it for your final approval. We would then design and run your ad in RTIR. You'll reach more than 4,000 talk-show bookers with each issue.

Does advertising in RTIR really work?

Here's how our advertisers answered that question. These are real-life examples of what can happen when you advertise in *Radio-TV Interview Report* on a regular basis.



“No one had heard of *Chicken Soup for the Soul* until we advertised in *Radio-TV Interview Report*.”

“We’ve done several things for marketing which worked well, and advertising in *Radio-TV Interview Report* was one of the most effective tools we used. When our book was first published, no one knew who we were. But all of that changed after appearing on hundreds of radio and television talk shows. We averaged anywhere from 3 to 5 radio phone interviews a day for that first year. We’re convinced that this ongoing barrage of radio and television publicity helped create the word-of-mouth necessary for our book to become a national bestseller!”



“Our ads in *Radio-TV Interview Report* helped us hit #1 on the *New York Times* Bestseller list, and we’ve stayed there for 100 weeks and counting! But none of that would have happened had we not been willing to do several interviews a day every day on stations large and small — a commitment we continue to this day. We highly recommend RTIR whenever we advise authors and speakers who want to get publicity easily and inexpensively!”

Jack Canfield and Mark Victor Hansen,
co-authors of the bestselling *Chicken Soup for the Soul*



“My ads in RTIR were the kick-start to the success of my book.”

“The interviews I received from my ads in *Radio-TV Interview Report* were the kick-start to the success of my book. Since my beginning interviews, I have sold over 250,000 books, received national distribution from Barnes & Noble and Borders Books, and as a result several major publishers have offered to purchase the rights to my book. Last week *Rich Dad Poor Dad* was the #6 best-selling business book in the U.S. at BarnesAndNoble.com”

Robert Kiyosaki,
author of *Rich Dad Poor Dad*, a *New York Times* bestseller

To advertise in *Radio-TV Interview Report* call 1-800-989-1400 ext 104

Authors



“I’ve sold over a million books...”

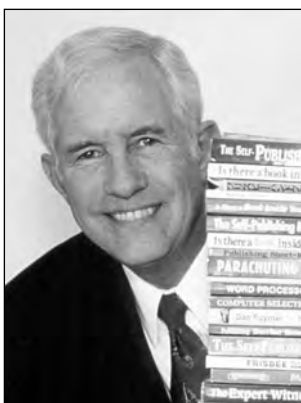
...in large part because of the hundreds of talk-show interviews I’ve received as a result of advertising in *Radio-TV Interview Report*. RTIR was without a doubt a big factor in the success of my book. My very first ad generated more than 100 radio interviews and an appearance on the *Jenny Jones Show*. Since then, I’ve written four more books. I’ve been on *Oprah* and I’ve conducted probably a thousand radio interviews — and I’ve continued using *Radio-TV Interview Report*.”

Greg Godek, author of *1001 Ways to Be Romantic*

Three national TV shows and 200 radio

“Without a doubt, advertising in *Radio-TV Interview Report* was the best investment I ever made,” says author Staci Keith. “I was booked on *Montel Williams* and have been contacted by more than 200 radio talk shows! Thanks to you, my book is already in its second printing, and I’m still scheduling interviews!”

Staci Keith, author of *Drive Your Women Wild in Bed*



Here’s what Dan Poynter says about RTIR

“It does not matter if you sell out to a large (New York) publisher or publish yourself, the author must do the promotion. Radio and TV interviews are the efficient, inexpensive and fun way to drive the customers into the stores. *Radio-TV Interview Report* is simply the quickest, easiest and least-expensive way to get on the air. Call them now. The system works.”

Dan Poynter, author of *The Self-Publishing Manual*

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Authors



This author appeared on *Montel Williams* and landed her own syndicated column

“I was a guest on two national TV shows, including *Montel Williams*, as well as more than 100 other TV and radio shows, thanks to RTIR. Your copywriters came up with a winning headline I never would have thought of—‘Why America’s Children Hate Themselves!’ As a result of the ad’s success, I’ve sold many books and now even write a syndicated newspaper column.”

Cassandra Walker, author of *Becoming Myself*

“I sold \$110,824.00 worth of books!”

“The results I’ve received from my ads in *Radio-TV Interview Report* have far exceeded my expectations! I’ve been fortunate to be booked on numerous radio interview shows throughout the country, with many in the major markets. We track all of our phone sales, and I can safely say that to date I’ve sold 7,413 copies of my book through my 800 fulfillment number — all of these interviews came from *Radio-TV Interview Report*! When I compare the money I paid to you and the money you made for me, maybe I shouldn’t say it, but you guys should raise your rates!”

Gary Ryan Blair, author of *What Are Your Goals*



“RTIR did what \$15,000 and a publicist could not”

“After running one ad in RTIR, I got 20 calls—and now I’m doing about one radio interview a day, with books selling out within a few hours of the interview. I admit I was skeptical at first, since I had paid a lot of money to a PR person with lukewarm results. But I called several people who had advertised in RTIR, and everyone was either pleased or very pleased. So I paid my check—and I’ve already appeared on WLUP in Chicago, WCUZ in Grand Rapids, KLBJ in Austin, KHYL in Sacramento, KTSM in El Paso, WTKZ in Allentown, *Talking Health Radio Show* in Tampa, WQSR in Baltimore and many more!”

Mark Goulston, M.D., UCLA professor and author of *Get Out of Your Own Way*



“\$200,000.00 in sales from radio interviews alone”

“The first time I ran an ad in *Radio-TV Interview Report*, I was interviewed by 12 different radio stations, including WGN-AM in Chicago. As a result, I sold more than \$10,000.00 worth of books! Regular consistent radio publicity really works. I now sell more than \$200,000.00 in books each year from interviews alone.”

Dr. Cass Ingram, author of *Eat Right to Live Long*

This author sold 60,000 books and was even contacted by CNN!

“Two years ago, I advertised my first book in *Radio-TV Interview Report*. I’ve sold over 60,000 copies of that book and it’s now in its fifth printing. The ads in RTIR directly affected those sales. I was so pleased that I’m now advertising my second book in your magazine. I’ve already received over 40 calls, all resulting in interviews around the country and in Canada, including WGN, WBZ, WGY, KLAD, KILA, WSJZ and many more. Plus, I was contacted by 5 national TV shows, including *Caryl & Marilyn* and CNN!”

Paula Jhung, author of *Guests Without Grief* and *How to Avoid Housework*



Author sells 195,000 books via talk shows

“When I began advertising in the *Radio-TV Interview Report* in 1993, I had no idea that one publication would reach so many radio and television hosts. In two short years, I have appeared on over 2,000 radio and television programs throughout the US, Canada and Europe. Over 90% of those interviews are a result of your publication. As a result of the interviews, I have seen sales of my books and newsletter skyrocket — to date, I have sold over 195,000 books and realized profits beyond my wildest dreams.”

Mike Haga, author of *Taking Back America*

Authors/Other



RTIR is win-win for author and publicist

"*Radio-TV Interview Report* is a wonderful publicity tool that really gets author's messages to radio stations across the country. RTIR is cost effective and produces results. My clients average between 15-20 calls per ad, depending on their topic. Running ads in RTIR is a win-win situation for everyone involved. The author benefits by gaining valuable media exposure and the publicist frees up an enormous amount of time to work on other aspects of the publicity campaign for a client. If I were to mail pitches to radio stations across the country, the price and time involved would be enormous and I could never get the market saturation that RTIR does. RTIR really is a godsend to any publicist."

Donna Gould, president, Phoenix Media

Author does over 100 interviews and Amazon sales rise

"Thanks to the ads I ran for *21 DAY COUNTDOWN TO SUCCESS* in *Radio-TV Interview Report*, I landed over 100 broadcast interviews - including Fox TV's Good Morning New York, NBC-TV Chicago, WGN-TV Chicago, CNN-FN (twice) and a dozen more. Radio interviews aired in New York, Los Angeles, Chicago and many other stations across the country. With each appearance, my book's ranking jumped up on Amazon. As a syndicator, I know the value of this airtime is really priceless."

Chris Witting, author of *21 Day Countdown to Success*



"Written up in *Boston Globe* & *Miami Herald*"

"So far I've grossed more than \$17,000.00 in direct sales as a result of doing phone interviews with radio stations nationwide — all of which I received from my ads in *Radio-TV Interview Report*. But that's not all! When a columnist for Reuters heard about my appearance on WFAN, she wrote an article about me that was soon picked up by *The Boston Globe*, *The Miami Herald*, *The Seattle Times* and *The St. Louis Post Dispatch*."

David Fenstermaker, software publisher, Pinnacle Peak Solutions

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“It’s the single best way for speakers to get publicity!”

“RTIR is the single best way for speakers to get publicity. When a producer calls me, I find that he is usually willing to do the interview at my convenience. I always ask where his broadcast is heard, so I can figure out which seminar I’ll be speaking at that coincides with his listening audience. Then I pick a date two weeks in advance of the seminar date to do the radio show. I always invite the host to attend my seminar as my guest and ask to be put on the radio station’s list of guests available on short notice. RTIR is a wonderful bargain, especially when you consider that an average person starting out doesn’t have \$5,000 a month to pay a publicist.”

Dottie Walters, professional speaker, Walters International Speakers Bureau and publisher of *Sharing Ideas* magazine

“Three paid speaking engagements”

“I could not get on radio or TV until listing with *Radio-TV Interview Report*. My very first show generated over 35 book orders, 3 paid speaking engagements and calls from other shows. RTIR has saved me over \$5,000.00 in PR fees, and even better, PRODUCERS CALL ME! Forget about PR firms, RTIR is all you need!”

James Malinchak, professional speaker



“One of my clients was interviewed on Oprah”

“We’ve had phenomenal results from our ads. One of my author clients was interviewed on 1,000 radio talk shows, as well as *Oprah*, Discovery Channel and the major TV talk shows. Best of all, as a result of RTIR ads, book sales have shot to six figures!”

J. Michael Palka, “The Marketing Wizard,” publicist with Cherry Communications

RTIR helped this client sell thousands of books and get her own TV show!

“After running this ad 4 times so far in RTIR, I’ve done over 30 interviews with radio stations one of which was syndicated nationally. I also appeared on a local TV news show in Tampa.”

“As a result of all this publicity, I’ve sold thousands of books, received three invitations to speak and best of all a TV producer offered me the chance to host a nationally syndicated true crime show next year.”

**Joyce Spizer, author of
THE CROSS COUNTRY KILLER**

This Former Private Eye Says... Our Next Generation Will Be an ‘America of Criminals’

Nearly five million children in this country have a parent in prison or on parole, putting them at high risk for being violent or criminal offenders as adults. And according to **Joyce Spizer**, a private investigator for nearly 40 years, unless we start changing the lives of our children, the U.S. will be a nation of criminals in 30 years.

An energetic speaker who can address a diversity of crime-related issues, Joyce has “put many in jail, many on death row” and after working in 11 different states has seen “what works and what doesn’t.” Joyce, who has been stalked, threatened, and targeted for a hit by the mob, will keep your audience engrossed as she discusses:



- Profiling — an amazing look at how the FBI profiles serial killers
- Serial killers in America — at any given time there are 50 active serial killers operating in our nation — and the signs that someone may be a serial killer.
- A fascinating look at a serial killer O.J.’s investigators considers their No. 1 suspect in Nicole’s death.
- Personal safety — 30 ways to protect yourself from violent crime

A Fascinating Guest! Joyce, who has read over 60,000 pages of court documents on the Glen Rogers case, has been called the “Dominick Dunne of the L.A. Courthouse.”

CREDENTIALS: Joyce Spizer, Ph.D., has investigated cases involving movie stars, mobsters, and millionaires during nearly four decades as a private investigator. A mystery writer since retiring, Joyce is the author of *THE CROSS-COUNTRY KILLER*, the story of a murderer many believe may have killed Nicole Simpson, and the fictional crime tales *I’M OKAY, YOU’RE DEAD* and *THE COP WAS WHITE AS SNOW*.

AVAILABILITY: California, nationwide by arrangement, and via telephone; available as a last-minute guest

CONTACT: Joyce Spizer, (760) 771-1751 (CA)

RTIR helped George sell over \$100,000 worth of books by running ads like the one below . . .



. . . then he sent us the letter on the next page.

“I Win 78% of the Time Playing BlackJack and You Can Too!”

Lotteries and big-money game shows like *Who Wants to Be a Millionaire?* are more popular than ever. But the chances of making it on to the hottest TV show in America, or of beating the million-to-one odds of the lottery are next to none. But what if you could gamble and win 78% of the time?

The fact is, anyone *can* win at that percentage at blackjack, and **George Pappadopoulos** can show them how.

Pappadopoulos has baffled casinos and gambling experts across the country by winning at blackjack over 3/4 of the time... without counting cards. He'll show your audience how to do the same thing, and turn the table on “the house” and walk away a winner in the only gambling game that isn't based solely on luck.



He will explain:

- The 5 golden rules of blackjack that casinos don't want you to know.
- How to spot a “hot” table and how to know when to leave.
- How to get hundreds of dollars in “comps” and freebies from casinos—without being a high roller.
- Why blackjack is the only casino game people can learn to win consistently

CREDENTIALS: George Pappadopoulos has won at blackjack in casinos coast-to-coast, on cruise ships, even in the Bahamas—proving his “winning system” works everywhere! He is a popular talk show guest and seminar instructor. He is a monthly contributing editor to *CASINO PLAYER* magazine and is the author of two best-selling books: *BLACKJACK'S HIDDEN SECRETS: Win Without Counting* and *BLACKJACK'S HIDDEN SECRETS II*, which are available in all major bookstores.

AVAILABILITY: New Jersey, nationwide by arrangement and via telephone

CONTACT: George Pappadopoulos, (609) 404-3626 (NJ), www.blackjacknocounting.com, email: menumark@aol.com



ME-n-U Marketers, LLC
Francine G. De Dan & George Pappadopoulos

121 W. Connecticut Ave. ~ 1st Floor ~ Somers Point, NJ 08244-1901
Phone 609-653-3069 ~ Fax 609-653-8186
www.blackjackintocounting.com
e-mail: ME-n-U/Mark@aol.com

May 1, 2001

Radio-TV Interview Report
135 East Plumstead Ave.
Lansdowne, PA 19050-8206

Dear Stephen:

I just had to write to tell you how ecstatic I am with the advertising campaign we've been running in RTIR. It doesn't seem possible it was just a year ago we met at the BEA. I'll never forget our first encounter as my partner and I passed by your booth and thought WOW wouldn't that be a great idea, radio! You admitted that with our subject matter we were in uncharted waters but you were willing to give it a shot. Well, one year later I can tell you the water is great. The quality and caliber of the calls I get is just amazing and the calls keep coming month after month. In all the time I've been doing radio your publication has provided me with leads that I never would have been able to obtain myself. The radio stations that have called me have been the BIG Guys, stations that wouldn't have looked twice at me if I'd been doing the calling. Your publication has truly opened bigger and better doors than I ever could have and the most exciting thing is they call me. I can honestly say that without your publication I never would have amassed over \$59,000 in sales from radio shows alone.

I must add your staff has been fantastic. Always on the ball and there to help whenever I've had questions. Your writer's have worked wonders with the promotional material we have supplied and were more than eager to ensure we were pleased with the copy. They did everything in their power to make sure we were getting the right message across.

I can't thank you enough. Without your publication it would have taken years to accomplish what has been done in several months. I can't wait to see what results we get from our TV campaign!

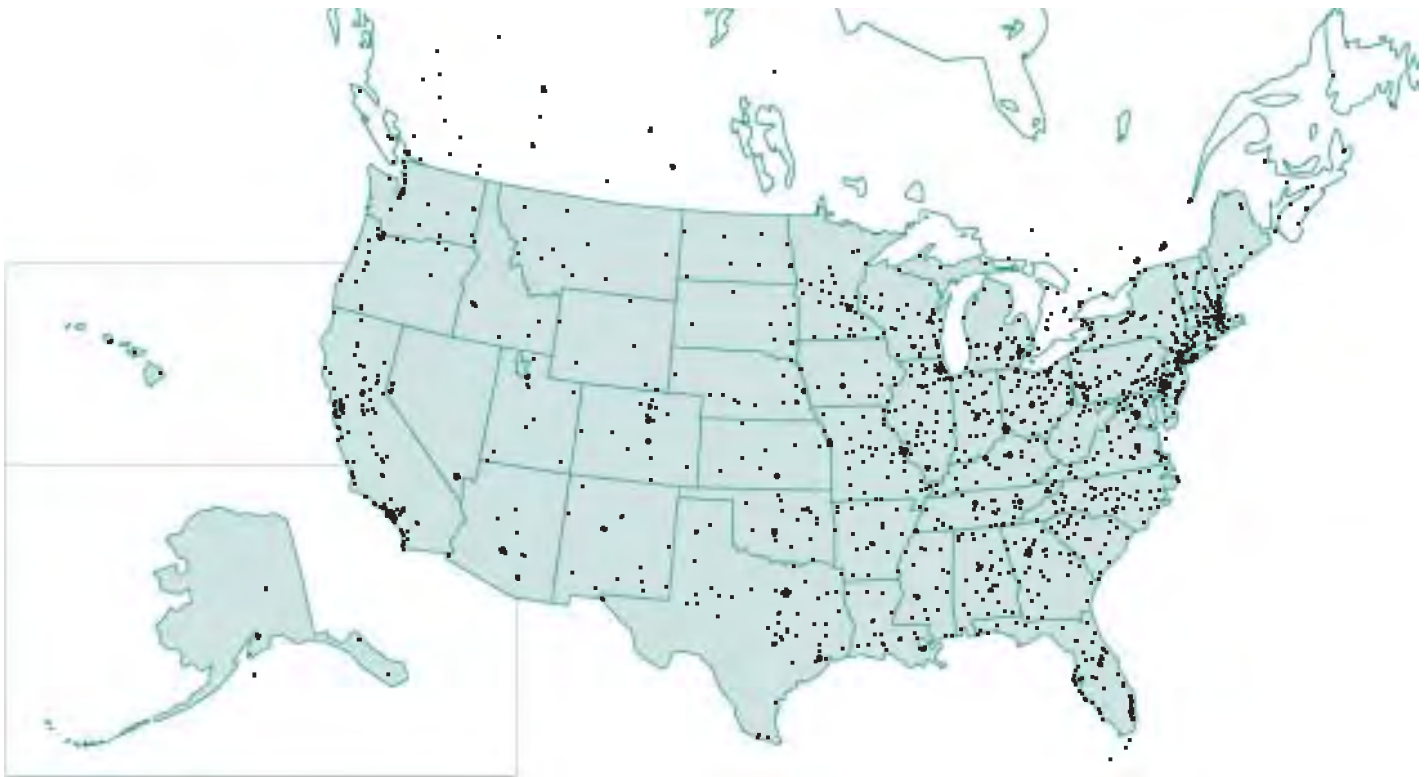
Sincerely,


George Pappadopoulos

Who does RTIR reach?

RTIR offers you widespread saturation coverage of radio and television producers in North America who book guests from outside their local areas. If a station does not interview out-of-state guests via telephone, then we don't mail to that station unless they have a major television talk show. Since we know that our advertisers want to attract as many interviews as possible, we try to send RTIR out free-of-charge to as many media who could use it without wasting our money. Since producers are accustomed to receiving things for free, we do not charge them for subscriptions provided that we have proof that they work for a bonafide radio or television station.

RTIR reaches more than 4,000 producers, hosts and program directors at radio and television stations in the United States and Canada.



Five reasons RTIR's circulation list is so unique and responsive

- 1 Our media research staff is continually calling and talking to producers.
- 2 For nearly 15 years, producers have been requesting free subscriptions to RTIR. In fact, when they move to other stations, we are often the first to know.
- 3 We mail to many hosts and producers at their home addresses.
- 4 At many shows, there is more than one person who books guests. We reach multiple producers—even interns—at many shows. Oprah, for example, has 43 different producers.
- 5 In addition to RTIR, we publish several media directories, media mailing lists and a subscription newsletter called *Book Marketing Update*. All of these provide up-to-date media contacts for the purpose of getting publicity.

Breakdown of our circulation

Type of media	Number of personnel
Radio stations	3,859
National, local and cable TV talk shows	402
Total circulation	4,261

Ad Rates for Radio-TV Interview Report

How much response should I expect?

Although it's impossible for us to predict or guarantee the actual response you will receive from your ads in RTIR, the following information is provided as a helpful rule of thumb.

If you run...	Approximate response...
3 Half-page Ads (\$1,491 to \$1,791)	15 or more calls from producers
3 Full-page Ads (\$2,931)	25 or more calls from producers
6 Half-page Ads (\$2,682 to \$3,192)	30 or more calls from producers
6 Full-page Ads (\$5,382)	50 or more calls from producers

Payment terms

We regret that we cannot bill you. Prepayment is required for all advertising. We accept checks, VISA, Mastercard and American Express. All advertising is subject to terms on our Web site at www.rtir.com/terms.htm.

Color

Spot color (one additional color) is available on your ad for an additional \$50 per ad. Call for available colors, as they change each issue.

FREE copywriting

Let us write your ad at no extra charge! Our professional copywriters will transform your book or subject into a compelling talk show topic that is likely to grab the media's attention. We'll submit the ad copy for your final approval prior to typesetting. If you require a typeset proof (rather than simply the ad's wording), we can provide one for \$30 extra.

Please note: We do not sell quarter-page ads. If you see them in the magazine, it's because a publisher or PR firm with multiple spokespeople has purchased larger ads and split them into quarters.

Your best deal is one of our Continuous Publicity Programs

The way to get the best results and lowest ad rates is to be part of our Continuous Publicity Program in which you advertise at least once a month. You'll buy your first three ads up front, then starting with your fourth ad we'll charge your credit card monthly in the amount of \$497 until you decide to cancel.

You may change the ad copy at any time (as long as we hear from you by the appropriate deadline). You can cancel anytime after your third ad and owe nothing further.

Continuous Publicity Program #1 Save \$ 300.00 off regular rates

Buy your first three half-page ads up front for \$1,491 total (that's only \$497 per ad, a savings of \$100 off the regular \$597 rate). Then starting with your fourth ad, we'll run you once a month and charge your credit card \$497.

Continuous Publicity Program #2 Save \$ 510.00 off regular rates

You'll get an even better rate when you pre-pay for your first six half-page ads for a total of \$2,682 (that's only \$447 per ad). Then starting with your seventh ad we'll run you once a month and charge your credit card \$447.

Regular ad rates (non-continuous)

If for some reason you don't want to be part of our Continuous Publicity Program (and we can't understand why you wouldn't since you can cancel so easily), here are our regular ad rates. To qualify, simply send one lump-sum payment for all insertions.

HALF-PAGE		9 1/8" x 3 7/16" or 7 1/4" x 4 3/8"		
# of ads bought at once		Rate		Total
1	x	\$877	=	\$877
3	x	\$597	=	\$1,791
6	x	\$532	=	\$3,192
12	x	\$397	=	\$4,764

Note: For lower rates, see above for Continuous Publicity Programs

FULL-PAGE		7 1/4" x 9 1/8"		
# of ads bought at once		Rate		Total
1	x	\$1,214	=	\$1,214
3	x	\$977	=	\$2,931
6	x	\$897	=	\$5,382
12	x	\$747	=	\$8,964

2011-2012 Radio-TV Interview Report Deadlines

How to get started

- ❶ Choose the issues in which you want to advertise.
- ❷ Call your representative at 800-989-1400 to reserve space.
- ❸ Send us:
 - A copy of your book (if any).
 - Any press materials you have.
 - A photograph of the person who'll be doing the interview and/or a book cover.
 - Your check or credit card number.

Please note: We cannot return books or press materials. Photographs are returned only if requested in writing. Please include your name and address on the back of each photograph.

Upcoming Deadlines

Issue Date	Please reserve space by	Materials and payment due
Early July 2011	05/02/11	05/09/11
Mid July 2011	05/18/11	05/25/11
Early Aug. 2011	06/03/11	06/10/11
Mid Aug. 2011	06/20/11	06/27/11
Early Sept 2011.	07/05/11	07/12/11
Mid Sept. 2011	07/20/11	07/27/11
Early Oct. 2011	08/05/11	08/12/11
Mid Oct. 2011	08/22/11	08/29/11
Early Nov. 2011	09/07/11	09/14/11
Mid Nov. 2011	09/21/11	09/28/11
Early Dec. 2011.	10/03/11	10/10/11
Mid Dec.2011	10/17/11	10/24/11
Early Jan 2012.	10/28/11	11/04/11
Mid Jan 2012.	11/11/11	11/18/11
Early Feb 2012	11/28/11	12/05/11
Mid Feb 2012	12/12/11	12/19/11
Early March 2012	01/05/12	01/12/12
Mid March 2012	01/19/12	01/26/12
Early April 2012	02/02/12	02/09/12
Mid April 2012	02/15/12	02/22/12
Early May 2012.	03/01/12	03/08/12
Mid May 2012.	03/15/12	03/22/12
Early June 2012.	04/04/12	04/11/12
Mid June 2012.	04/16/11	04/23/12

Schedule ahead

Issues sometimes sell out before the deadline.

We suggest reserving space as far in advance as possible.