

Instructions to  
**Money Radio**

Hosted By:  
Daniel W. Merrick, Ph.D.



**CRN**  
DIGITAL TALK

**‘INSTRUCTIONS TO MONEY’** Radio Hosted By: Daniel W. Merrick, Ph.D.



**Syndicated NATIONAL Radio Show ‘Instructions To Money’** Aired Saturdays from 3PM to 4PM Eastern on the nationwide Cable Radio Network CRN, and National Radio Network, with AM affiliates in Boston, Philadelphia, Pittsburgh, and Chicago/Gary Indiana. The overall potential audience is over 31 million with satellite feeds on 358 total affiliates. This is your audience with coverage on WBIX AM 1060 in Boston, *The Business Station*, and WPYT AM 660 in Pittsburgh, *The Home of Business and Health*, Just to name a few. How can you reach 15+ million 35-54 year olds with an income of 75K & up with your product at a cost of less than one half penny per person? Here! We provide a variety of interesting programming from author interviews to proactive talk on current subjects in business and Money. Dan’s dynamic style inspires callers to pick up the phone. Let his exciting radio presence provoke listeners to go to your web site and buy what you’ve got to sell! We have advertising rates to fit your need and get your commercial heard. We are also looking for guests to interview. Why not place your ad & book an interview to promote your product where people go to get the **‘Instructions To Money’**! Call today to get your commercial on *‘Instructions To Money’* weekly 3PM – 4PM (ET) or schedule a National remote at your location.

National Syndicate Radio Show **‘Instructions To Money’** 3-4PM ET Saturdays. Puts you on the Radio with live interviews, web-site links, printed quarterly newsletter.....358 Air Affiliates and counting!

**“Not Just Another Show About Money.....”**

Provocative Interviews with REAL small & home business Ideas  
Goal Oriented personalities & Authors like Robert Kiyosaki

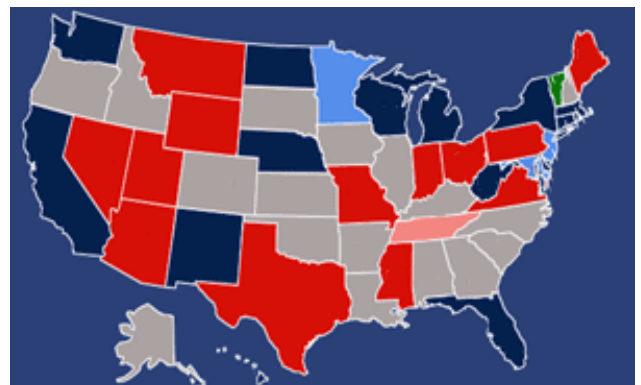
Live Streaming Internet broadcasts <http://www.InstructionsToMoney.net> keeps customers hearing and viewing your ad.

Exciting LIVE Interviews with famous authors like “ *Robert Kiyosaki ‘Rich Dad Poor Dad’ author talks about his new project with Donald Trump....*” Drives customers to your website & toll free number.

**Why Radio -**

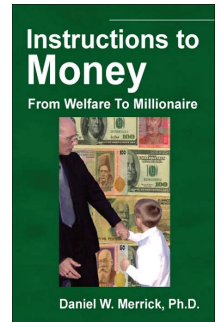
- Reaches 94% of all national consumers every week
- Number one medium close to point-of-purchase
- Highly targeted
- Promotions-friendly
- Extremely flexible
- Cost effective
- Efficient
- Responds to rapidly changing consumer needs
- Delivers business results quickly
- Customizable by market and format
- Measurable

Instructions To Money Broadcasts to all 50 states





**Dan Merrick** holds a Ph.D. in Biblical Linguistics, a Masters in Vocational Education, and two Bachelors degrees in Psychology and Ministry. Dan is a graduate of The Ohio School of Broadcast Technique announcers & radio production courses. Dan is a singer and songwriter and was awarded several ASCAP Popular Music Awards in the 1990's. Dan is a major stock holder and CFO of RDJ Catalog, Inc. and also owns Eternal Light & Power Company, an ASCAP licensed music publishing company. Dan was the announcer for Evangelist Ken Gaub for several years before he moved into business. Dan's Book, **'Instructions To Money; From Welfare To Millionaire'** was published in May 2006 which tells how he became a millionaire after retiring from the ARMY as a disabled veteran on welfare awaiting veterans benefits. Dan enlisted in the ARMY in 1979, received his commission in 1982, and retired at the rank of Capitan in 1992. Dan's book was recently



given 5 stars by Midwest Book Reviews on Amazon.Com For more about the host see his web site media kit at: [www.rdjcatalog.com/mediakit.htm](http://www.rdjcatalog.com/mediakit.htm) or [www.danielmerrick.com](http://www.danielmerrick.com) . For more on Dan's Business see [www.RDJCatalog.Com](http://www.RDJCatalog.Com) , [www.RealDealJump.Com](http://www.RealDealJump.Com) , or [www.InstructionsToMoney.Net](http://www.InstructionsToMoney.Net) . Dan's Charity web site is at: [www.MerrickFoundation.Org](http://www.MerrickFoundation.Org) .

**Worldwide satellite, cable, and internet 24 hour Broadcasts.**  
**Last year our web site had 1,691,924 visits from your future customers.**



Cable Radio Network

National Radio Network

AVAILABLE ON STAR SATALITE TO NEW AFFILIATES.DIGITAL DISH on Saturdays 3PM – 4PM Eastern, 2PM CT, 1PM MT, 12noon PT.

**CRN DIGITAL TALK RADIO PROVIDES PROGRAMMING TO MOST CABLE SYSTEMS NATIONWIDE AND TO RADIO STATIONS, SATELLITE DISHES AND OTHER AUDIO SOURCES WORLDWIDE. WE ALSO STREAM SIX 24 HOUR NETWORKS ON THE INTERNET. CRN DIGITAL TALK RADIO IS THE LARGEST AUDIO NETWORK IN THE WORLD. UPLINK BY NATIONAL RADIO NETWORK.**

**WHY THIS FORMAT:**

- ⇒ **Small Business creates more than 50 percent of the American Private Gross Domestic Product.**
- ⇒ **United States saw an estimated 580,865 new small firms with employees start up in the last year.**
- ⇒ **There are approximately 4,115,900 minority-owned businesses and 6,492,795 women-owned businesses in the United States, and almost all of them are small businesses.**
- ⇒ **The latest figures show that small business creates 65 percent or more of America's net new jobs.**
- ⇒ **Direct Marketing is becoming fully integrated with Radio, Internet, TV, and print.**
- ⇒ **'Instructions To Money' Radio show is the first of it's kind to integrate all media outlets into one syndicated ON AIR program.**

**DEMOGRAPHICS BY WBIX BOSTON:**

- **Age**
  - 52.4% A35-54
  - 33.3% A55-65
- **Gender - 58.6% Male**
  - 12.2% Female
- **Education**
  - 46% College Grad
  - 27% Advance Degree
- **Occupation**
  - 39.9% Business Owner/Partner/Corp Officer
  - 53.2 Banking/Finance/Stock Broker/Planners
  - 14.4 Sales
- **Income - 33.8% \$75K+**
- **39% are Key Influencers in Business Decisions**
- **14.6 % are Opinion Leaders Asked to Recommend Bank**
- **47% have Liquid Assets \$100+**
- **26.6% plan to Buy a Car/Van/Truck/Sport Utility nest 12 months**
- **42.4 % plan to Remodel Home in next 12 months**
- **47.7 % own Power Boat**
- **43.9 % bank at Bank of America**
- **14.6 % bank at Sovereign**
- **28% Have bought one or more books in the last month**

**NOTE:**

These demographics do not represent the total market audience and are listed here to give a gage by which you may gain insight into the general listener of our program. It is generally given as a reference point to allow advertisers a limited picture of metropolitan market mix. No statistics are available for rural areas but these markets tend to be conservative with a middle class and above standard of living. These figures are subject to change in a fluid progression of changing economic indicators but the trends in the mix are upward asset growth as of the 2<sup>nd</sup> quarter 2006. See our web site for legal notices and disclaimers.

**RADIO MARKET IN TOP 10      INSTRUCTIONS TO MONEY      AIRING MAPS**

*Provocative Talk .... Live Interviews ..... Stimulating Discussions ..... National Radio*

World Wide Web simulcasts and show archives at: [www.InstructionsToMoney.Net](http://www.InstructionsToMoney.Net)      [Get Maps by Radio-Locator.Com](http://Get Maps by Radio-Locator.Com)

GARY, IND/ CHICAGO BOSTON NATIONAL SATALITE & CABLE TV NATIONAL HDTV PITTSBURGH PHILADELPHIA/CAMDEN, NJ  
 Syndicated Affiliates: 358+ [WLTH](http://WLTH) 1370 AM Gary, Indiana (Bleeds to Chicago Market); [WFLY](http://WFLY) 1080 AM Philadelphia, PA; [WPYT](http://WPYT) 660 AM Pittsburgh, PA; [WBIX](http://WBIX) 1060 AM Boston, MA; [CRN](http://CRN) & [NRN](http://NRN) Worldwide satellite, cable, and internet simulcasts



What would you pay to have someone working for you 24/7, 365 making you money? What If that person could stay awake and contact say 31 million households with your phone order line, web site, and a commercial that persuades them to buy your product or service? Advertising on the Radio with our show is just like having that person! We put your ad in our newsletter, on our web site, and on streaming audio to give your 24/7 world wide commercial space to drive your sales up. And after all, that's the bottom line in business.

<b>Ad Run Time*</b>	<b>:30 Seconds Radio</b>	<b>:60 Seconds Radio</b>
<b>Local Rate (BSTN, PHL,PITT)</b>	<b>\$358.00 Per Market spot</b>	<b>\$716.00 (9)</b>
<b>National Rate</b>	<b>\$716.00 Per Market spot</b>	<b>\$1432.00 (5)</b>
<b>Public Speaking Dan or Sarian</b>	<b>Audience 200 or less</b>	<b>Audience 201 +</b>
(For remotes also)	<b>\$3000.00+ Travel</b>	<b>\$5000.00+ Travel</b>
<b>Banner Ads Web Site *</b>	<b>RDJ Catalog &amp; InstructionsToMoney</b>	<b>MillionDotHome.Com</b>
	<b>\$358.00 Per Month Per Ad</b>	<b>\$400.00 per block 5yrs</b>
<b>TV SPOTS PREORDER '07'*</b>	<b>30 Sec. 'Welfare To Millionaire' TV</b>	<b>60 Sec. 'Welfare To Millionaire' TV</b>
	<b>\$7558.00</b>	<b>\$14958.00</b>
<b>Full Ad Coverage Annual* (14)</b>	<b>52x60sec. Radio 8x60 TV + 3 Banners</b>	<b>Normally \$191 K ** Special \$179 K</b>



\*354 CRN & NRN, +4AM Syndicated Affiliates: WLTH 1370 AM Gary, Indiana (Bleeds to Chicago Market); WFLY 1080 AM Philadelphia, PA (Bleeds to New Jersey Market); WPYT 660 AM Pittsburgh, PA; WBIX 1060 AM Boston, MA; CRN Worldwide satellite, cable, and LIVE internet simulcasts. COMING SOON: 'WELFARE TO MILLIONAIRE' TV SHOW ! Information at: [www.Welfare2Millionaire.TV](http://www.Welfare2Millionaire.TV) © 2006 W2M Productions and RDJC, Inc. Rate Chart\* All ads include website links to your web address & placement in our quarterly Newsletter!\*\* Includes one free public speaking invite a year, US only. Ask about our 12 week special & nonprofit rates for charities! \* All rates are subject to change without notice due to affiliate requirements. All ads must be pre-approved and screened for FCC content requirements. No foul, suggestive, or offensive language allowed. RDJC, Inc. and all affiliate stations have the right to refuse any advertising if it does not fit show programming format or producer's requirements.

**CALL TOLL FREE 877-735-2289 Extension 704**

**Email:**

**Chris Whittingham [chris.whittingham@wnlo.com](mailto:chris.whittingham@wnlo.com)**

**Rose Bishop [wqrmsales@adelphia.net](mailto:wqrmsales@adelphia.net)**

**Dan Merrick [daniel@rdjcatalog.com](mailto:daniel@rdjcatalog.com)**